JUNE 20, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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UNIVERSITY OF MINNESOTA
Minneapolis 14

April 27, 1960

OFFICE OF THE PRESIDENT

Mr. F. Van Konynenburg
Executive Vice President
WCCO Radio and Television
50 South Ninth Street
Minneapolis, Minnesota

Dear Van:

I suppose sometimes those of us in universities use phrases that sound rather platitudinous, and yet I'm willing to run that risk to say that I think the award which WCCO has made in the field of radio-television study is a mark of real communications statesmanship.

Most people find it very easy to talk about what they think universities ought to be doing, but the people who have faith in what these institutions are doing, to the extent that they'll underwrite the education of a youngster who can eventually bring some new insight, understanding and intelligence to their profession, in my estimation, are the people who really believe in education.

I'm grateful to see this and wanted you to know of my appreciation.

With every good wish,

Cordially,

Stanley J. Wenberg
Vice President and
Administrative Assistant

THIS IS
THE DIFFERENCE BET[illegible]N
GOOD AND GRE[illegible]AT IN
MINNEAPOLIS, ST. PAU[illegible]VISION

FIRST FOUR [illegible]EAR WCCO [illegible]

PET[illegible]OTWARD, INC.

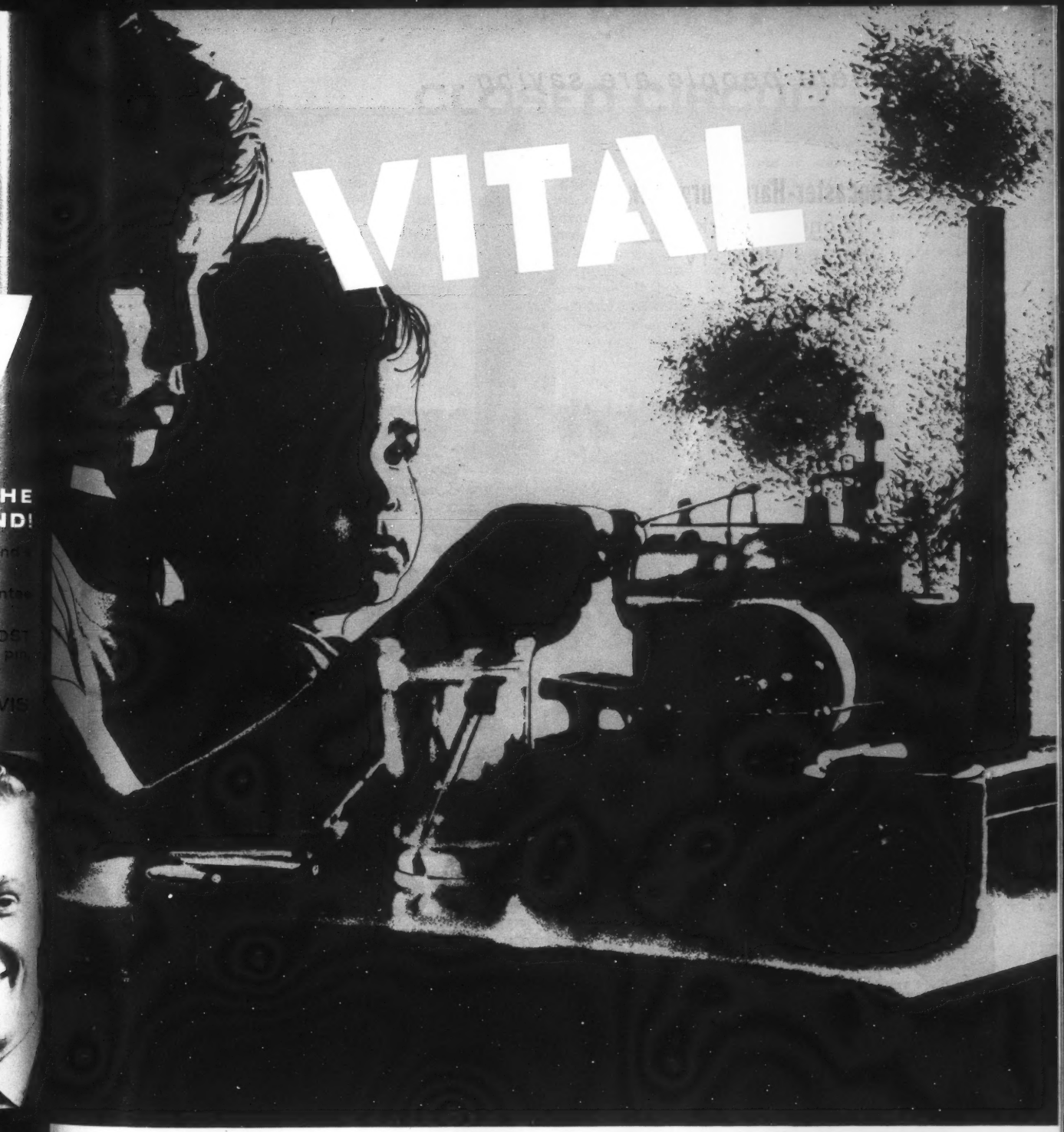
KPTV

THE NEWEST CENTER OF VIEWING INTEREST AND THE NEWEST CENTER OF VITAL COMMUNICATION IN PORTLAND!

P

REPRESENTED BY EDWARD PETRY & CO., INC.

A NAFI BROADCAST DIVISION STATION



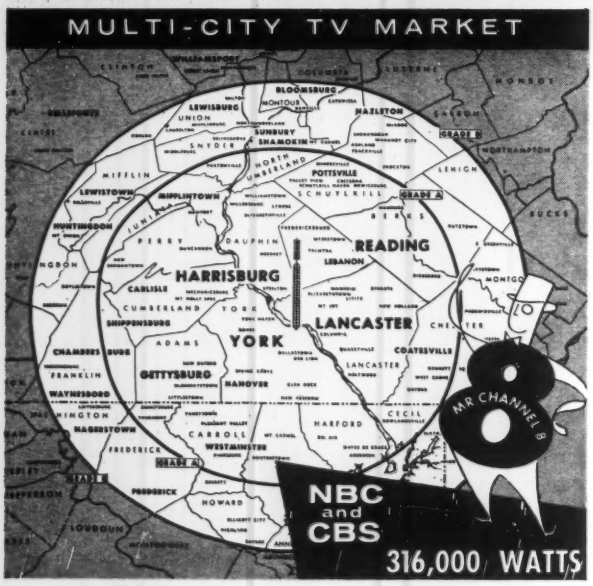
The Houston area encompasses one of the great industrial complexes of the world. The **VITAL** power that sparks it lies in the unlimited resources of nature, and in the skill and initiative of a people who find one measure of their progress in terms of products they supply to the world. ¶ The people of the Houston area have made KTRK-TV their favorite as they seek the **VITAL** services that television brings to their homes.

KTRK-TV — THE CHRONICLE STATION

P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO. • NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N. Y. • GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT

Everywhere people are saying . . .

KEYSTONE PRESS AGENCY, INC.



WGAL-TV

is favored by viewers in Lancaster-Harrisburg-York, plus Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities. Profit-proved for advertisers, this multi-city market is important to your selling plans.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT

NAB building plans ■ It wasn't announced, but there was serious talk of NAB reorganization during board meetings last week. Action probably will await selection of successor to late Harold E. Fellows as president—which won't happen soon although list of candidates is being narrowed (see AT DEADLINE). Revision of headquarters operations and probable trimming down of boards were both discussed. There are now 43 board members, 29 on radio board and 14 on tv.

Digging in ■ Top echelon of National Assn. of Broadcast Employes & Technicians in Chicago has advised membership to be prepared to strike against NBC if union encounters "usual difficulties" in negotiations for new pact covering o&o stations next January. Warning is contained in report by President George Smith, which, it's learned, inadvertently got into recent NABET newsletter. Union chieftain urges union field support for strong "mutual aid" pact among all radio-tv unions as proposed by NABET's international executive committee. Goal: council of broadcast unions, through progress is admittedly slow. Present three-year NBC-NABET contract will expire Jan. 31, 1961.

Johnson rooters ■ Announcement soon will be made of appointment of Edward J. DeGray, former president of ABC Radio Network, as executive in charge of radio-tv for Lyndon B. Johnson-for-President organization. Mr. DeGray, who resigned mid-April from ABC, has been enlisted to coordinate broadcast activities for national organization with headquarters in New York. He will coordinate both Washington and Los Angeles convention activities also.

Edgar G. Shelton Jr., ABC vice president for Washington legislative and public relations activities, this week begins leave of absence to join Lyndon B. Johnson-for-President organization. He's operating in Los Angeles, site of Democratic convention, and working with national organization under Oscar Chapman and with Irv Hoff, executive assistant to Senator Warren G. Magnuson (D-Wash.). Native of Austin—Sen. Johnson's home town—Mr. Shelton is engaged in non-broadcasting aspects of campaign. Washington activities of ABC are directed by vice president in charge, Alfred Beckman.

Wired toll tv ■ TelePrompTer Corp., New York, is set to announce details of its new pay tv system, called Participation Tv, during convention of National Community Television Assn. in Miami Beach this week (see story, page 102). Subscribers will be provided with only one gadget—viewer control box with key to open tv channel. System will not have coin box. Acceptance of tv program will be recorded electronically.

TelePrompTer will hail as "revolutionary development" feature of control box which company claims permits push-buttom feedback of information and opinion from receiver to sender. This feature reportedly can be used to gauge popularity of pay programs and also can be utilized as research-merchandising tool. System is to be tested this summer on two community antenna systems that TelePrompTer owns.

Major push ■ Brown & Williamson Tobacco Co., which has been test marketing newest cigarette brand, Kentucky Kings, in Kentucky and Florida this spring (BROADCASTING, June 13), expected to announce in New York this week $15 million ad plan to introduce all-tobacco filter product nationally. Ted Bates Co., New York, is new brand's agency.

Tape syndication ■ CBS Films has begun to offer its *Robert Herridge Theatre* series (26 half-hour anthology) to stations, marking first taped series to be placed into syndication by CBS film arm. Low-budgeted *Theatre* has been taped for national sale but failed to gain network notch this past season (though sold for Canada and Australia showings). Those stations buying series but not equipped for tape will receive kinescopes.

Sports bill ■ Another legislative chestnut hit Senate floor last week in form of revised sports antitrust exemption bill (S 3483). Bill, reported by Judiciary Committee without recommendation, includes permissive authority to reinstate clause 1-D which would allow blackouts of major league baseball and football telecasts by teams in cities within 75 miles. Pro football interests reportedly are applying pressure for passage while Frick office for baseball is opposing it down the line.

On scene in Washington last week was John E. Fetzer, president of Fetzer radio and tv stations in Midwest and chairman of Detroit Tigers, in his capacity as chairman of Radio-Television Committee of American League. Effort is being made to stop bill in Senate, which is thought likely since measure carries no recommendation of committee majority, but if it should slip through, all-out stand will be made in House and in light of lateness of session, it's thought ultimate passage is unlikely.

ABC looks south ■ Leonard Goldenson, AB-PT president, plans month-long, goodwill business trip to Latin America beginning Aug. 10. Accompanied by Mrs. Goldenson, he will negotiate arrangements for extension of ABC's operations (programming as well as minority station ownerships) in Latin American republics. Mr. Goldenson was in Washington last week to consult with State Department Latin American desk in connection with trip.

Two spots ■ There was move made during NAB tv board meeting last week to force television code change that would limit station break commercials to two, but it attracted little support. William B. Quarton, WMT-TV Cedar Rapids, Iowa, suggested change and said afterward he was philosophical about failure of proposal. It's his view that eventually others will come around to his thinking.

No Cadillac compact ■ Final quenching of one of most persistent rumors in Detroit took place at weekend when General Motors executive informally disclosed there positively will be no Cadillac compact in 1961 line. All other cars in GM group will have compacts but top brass learned from 1960 model experience that there's still good demand for plush cars, with Cadillac having best year in history. It's felt addition of compact would destroy much Cadillac's prestige value. (See automotive advertising roundup page 27.)

Stereo study ■ Those fm stereo tests that Electronic Industries Assn. committee is undertaking at behest of FCC really get going July 11 and will run, over KDKA-FM Pittsburgh, for 30 days. Thereafter engineers will conduct analysis of results and submit findings to FCC for its guidance. Tests are under aegis of EIA committee panel headed by A. Prose Walker, NAB director of engineering.

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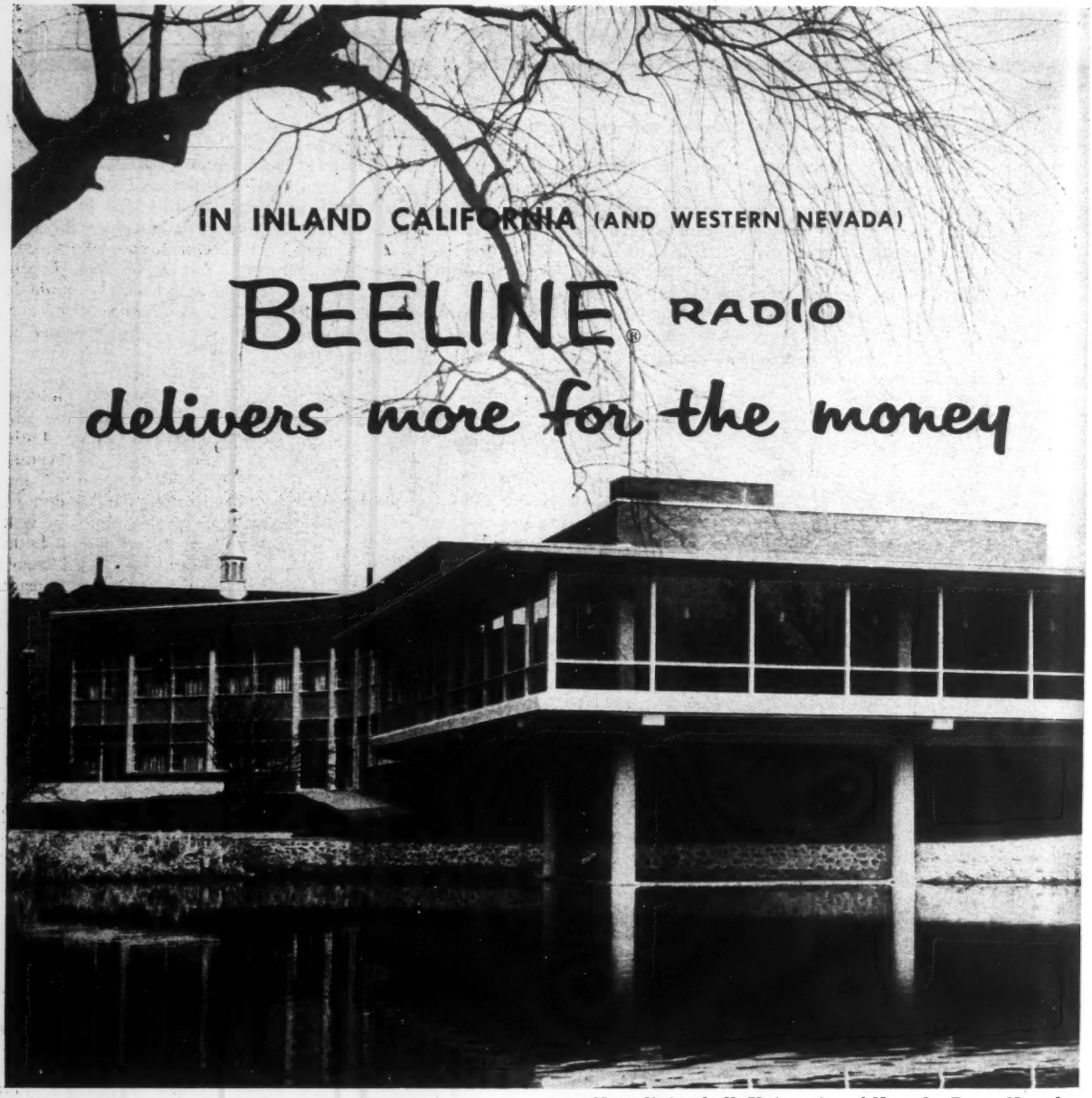

New dining hall, University of Nevada, Reno, Nevada

YOU'RE REALLY in the money when you talk to Nevadans and Californians via Beeline radio. For example, around the metropolitan Reno area — home base of KOH — total retail sales exceed those in the metropolitan Galveston (Texas) area and the metropolitan Altoona (Pa.) area, both with larger populations.*

Reno is the educational, financial, manufacturing, distribution, medical and transportation center of most of Northern and Central Nevada, Northeastern California and Southern Oregon.

The most effective way to beam your radio message into the thriving Reno market is on KOH, The Beeline station in Reno.

As a group, Beeline stations give you more radio homes than any combination of competitive stations . . . at by far the lowest cost per thousand. (Nielsen & SR&D)

**Sales Management's 1959 Survey of Buying Power*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

WEEK IN BRIEF

MR. HODGES

There's big 'payola' in public service ■ The high-rated blood-and-thunder shows aren't necessarily the ones that sell the best for some sponsors, according to Ernest J. Hodges, vice president and account executive of Guild, Bascom & Bonfigli, San Francisco. In fact, he says, a show with elements of education and real public service sometimes can do it better. The Ralston story is related in this week's MONDAY MEMO to prove his point. Page **24.**

Automakers' plans ■ Record advertising budgets in store for the 1961 models. Page **27.**

Countdown on Regimen ■ New York grand jury indicts advertiser and agency for conspiracy to defraud via advertising for reducing pill product. Page **44.**

NBC Radio sees black ink. ■ Networks says it's out of the red for first time in eight years and already has enough business in hand to remain profitable for rest of 1960. Page **56.**

There's a code in your future ■ NAB Radio Board revitalizes radio standards of practice, establishes administration and procedures to enforce code. Tv board revises commercial time allowances in station break time, hears Hartenbower on "sex and violence" in programs. Page **62.**

ARB-Nielsen comparison ■ A side-by-side look at how the two major research organizations counted the tv homes in all U.S. counties. Page **66.**

Test for daytimers? ■ Daytime Broadcasters Assn. asks Harris group for extended hours, is opposed by FCC, clears, regionals. Congressmen discuss possible test of interference. Page **91.**

Rerun in Philly ■ The story of Miami ch. 7 gets another hearing before Judge Horace Stern in Philadelphia. Witnesses describe contacts with former FCC Commissioner Mack. Page **94.**

Watchdog unit gets bone ■ Senate approves $35,000 for Yarborough group to police Sec. 315 abuses. Page **98.**

Payola set for House ■ Rules Committee grants quick clearance after House Commerce Committee approves bill. Page **100.**

Curtain going up on pay tv ■ RKO General-Zenith application due to be filed with FCC this week. Community antenna operators meet in convention, with pay tv high on agenda. Page **102.**

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ONE FIRST NO. 1

IN LANSING

The latest Hooper proves that . . .

WILS

is the markets'

NO. 1 STATION

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	63.1	19.9
Mon.-Fri. 12:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

with 5000 WATTS

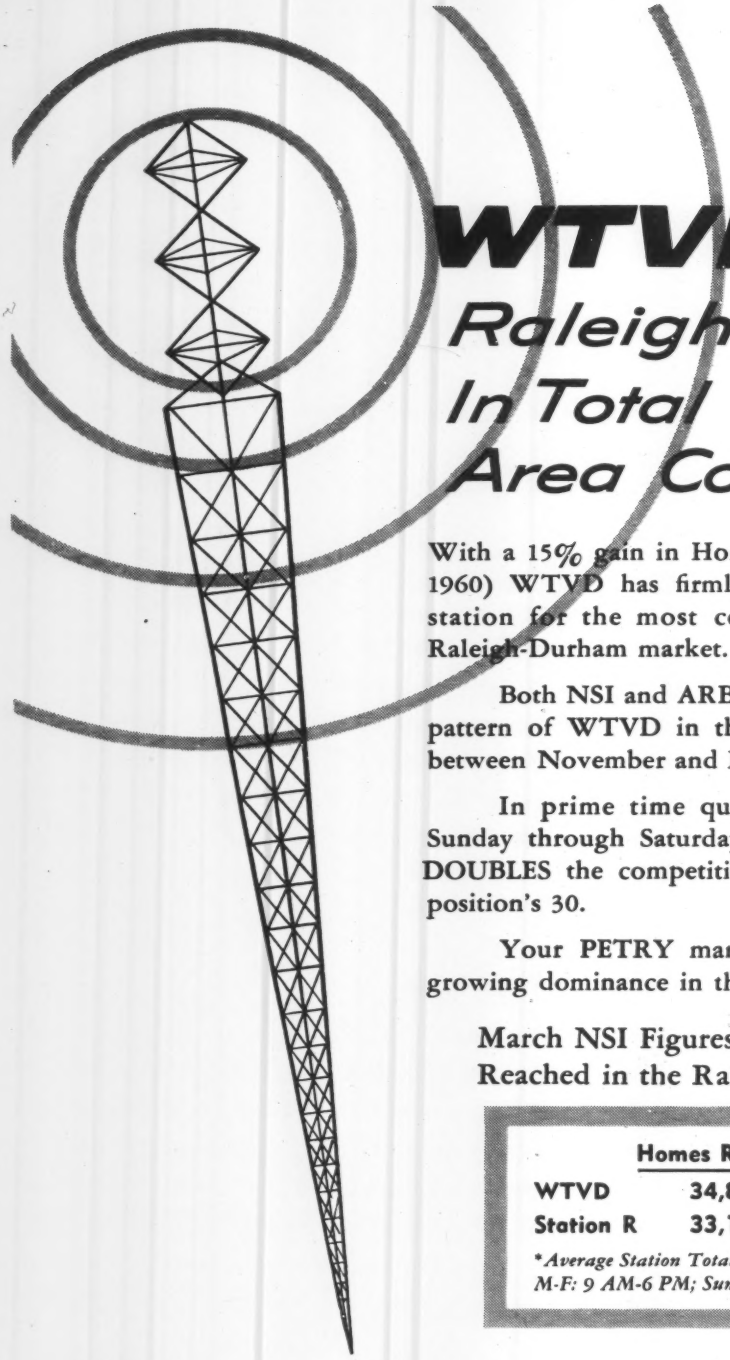
WILS

leads Station B in power by 20-1

. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents

represented by Venard, Rintoul & McConnell

WILS is associated with WILX-TV NBC • CHANNEL 10 studios in LANSING – JACKSON – BATTLE CREEK and WPON – Pontiac



WTVD Leads Raleigh-Durham In Total Area Coverage

With a 15% gain in Homes Reached (NSI, March, 1960) WTVD has firmly established itself as THE station for the most complete coverage of the Raleigh-Durham market.

Both NSI and ARB reflect the surging growth pattern of WTVD in the Raleigh-Durham market between November and March reports.

In prime time quarter hours (7:30-11 P.M.) Sunday through Saturday, WTVD MORE THAN DOUBLES the competition with 68 firsts to the opposition's 30.

Your PETRY man has details on WTVD's growing dominance in the Raleigh-Durham market.

March NSI Figures on Total Homes Reached in the Raleigh-Durham Market

	Homes Reached*	%Change
WTVD	34,800	+15%
Station R	33,100	−16%

**Average Station Totals: M-F: 9 AM-6 PM; Sun.-Sat.: 6 PM-12 Mid.*

WTEN Albany 10 ☆ WTVD Raleigh-Durham 11 ☆ WPRO-TV Providence 12

CBS AFFILIATES

CAPITAL CITIES BROADCASTING

FCC U-2 FUNDS STEP CLOSER

N.Y. uhf test money is nearly cleared too

FCC received partial endorsement Friday, with conditions, of its plans for special 25-man policing unit to maintain surveillance over tv and radio stations when Senate Appropriations Committee approved $200,000 of $300,000 commission request for new unit. Indepent Offices Appropriations bill (HR 11776) now goes to full Senate for action and if approved would go back to House with request for agreement to Senate changes, including FCC boost.

Senate group thus approved recommendations of its Independent Offices subcommittee headed by Sen. Warren G. Magnuson (D-Wash.) for total FCC fiscal 1961 budget of $13,135,000, also including $2 million already approved by House for agency's proposed two-year uhf propagation study in New York City.

In approving $200,000 for FCC's new Complaints & Compliance Division, committee directed in report that increase is to enlarge activity in extended investigation of stations for technical and legal violations or abuses, but emphasized that funds are to be in no way used for "any function remotely approaching censorship." Senators said they were apprehensive FCC might get into censorship if it begins considering program material.

Senate group's addition of money for police unit amounts in effect to restoration of $200,000 of $315,000 cut by House, but is for specified purpose proposed by FCC after House action. House cut had halved FCC request for 62 new employes. Total FCC budget of $13,135,000 approved by Senate group now stands at $365,000 less than initial Budget Bureau request.

Senate unit last week also restored $185,000 cut by House from original Federal Trade Commission request for $7.6 million and said allocation of positions will be left to FTC discretion, adding FTC has increased its work to protect buying public and "needs these funds to continue its work unhampered."

NAB president's race narrowed to 6 figures

Half dozen persons "of national stature" are in running for presidency of NAB. This was report of NAB selection committee to joint NAB board meeting Friday (June 17) in Washington.

C. Howard Lane, KOIN-AM-TV Portland, Ore., chairman of eight-man committee, said search for leader had narrowed to six after about 20 persons had been "contacted." Because of "dedicated service" of policy committee, which has been running organization since death of Harold E. Fellows, selection of new president can be made on a "deliberate" basis, Mr. Lane said. Names of persons considered or being considered will not be made public, he stated.

Choice of words in reporting status of search for new president gave rise to speculation that new association president will (1) not be working broadcaster (as has been rumored) and (2) appointment will not be made for some months yet.

Among other highlights Friday:

■ Herbert E. Evans, Peoples Broadcasting Co., reported on proposal by Inter-American Assn. of Broadcasters to establish joint defense procedures with Inter-American Press Assn. against any "attack upon the dignity or freedom" of broadcasting station or newspaper in Western Hemisphere.

■ William Carlisle, station relations manager, reported new high in NAB membership. Total is 2,655, including 1,665 am stations, 514 fm stations, four radio networks, 363 tv stations, three tv networks and 106 associate members. This is jump of 186 members since Feb. 1.

Tv film writers' pact gives 10% pay boost

Strike of Writers Guild of America against Alliance of Tv Film Producers is over. After 22 weeks, agreement was reached by negotiators at 5 a.m. Friday (June 17) pending ratification by WGA council and by members of union's tv-radio branch, which was to vote on pact last night (Sunday).

Agreement calls for 10% increase in writers' minimum pay plus all other terms agreed upon by WGA and ATFP negotiators in April but rejected by guild's tv-writer members (BROADCASTING, May 23) with two important additions: term of new contract is extended from four to six years, terminating June 15, 1966, and existing pattern of residual payments is to be replaced by royalty plan at end of two years if producers agree or in any event at end of four years.

Writers' royalty payments will be percentage of gross residual revenue of producers, including that from sale of tv films abroad. Amount is to be determined by joint fact-finding committee which will study relationship between producers' residual revenue and writers' fees for past five years. If writers' residual fees are found to average less than 4% of producers' residual gross, royalties will be set at 4%. If fees have been more than 4%, royalties will be whatever exact figure is.

Frieda Hennock critically ill

Frieda H. Hennock (Mrs. William H. Simons), former member of FCC, was on the critical list Friday at George Washington Hospital, Washington, following brain surgery. She became ill preceding Friday and ailment was diagnosed as malignant tumor.

Mrs. Simons served on FCC from 1948 to 1955, having been appointed from New York as Democratic member. First and only woman to serve on commission, she spearheaded fight for educational television channel reservations and was leading proponent of uhf tv. Her legal opinions, usually for minority, were regarded by attorneys as models of legal craftsmanship.

Mr. Simons, Washington business man, preceding week had announced purchase of KTVE (TV) El Dorado, Ark. (Monroe, La.) for $1.1 million (BROADCASTING, June 13). His wife has engaged in Washington law practice since she left FCC five years ago.

Miss Hennock was born in Kobel, Poland, Sept. 27, 1904. Her family moved to New York in 1910. An accomplished pianist, she chose law as her career and graduated from Brooklyn Law School in 1924. She served on legal staff of Justice Ferdinand Pecora which handled sensational stock market investigation of 1933-34. Prior to her FCC appointment, she was partner of Wall Street law firm of Choate, Mitchell & Ely. She has been active in New York and national Democratic politics for many years. She was married to Mr. Simons in March 1956.

AT DEADLINE CONTINUED

Judge Stern twits counsels' bickering

Rehearing of Miami ch. 7 tv grant in Philadelphia Friday (June 17) broke into brief free-for-all among counsel over question of cross examination of Arthur Scharfeld, attorney of record for losing applicant East Coast Tv Corp. Dispute caused Hearing Examiner Horace Stern to question "hedging" of East Coast attorney and actions of FCC counsel.

Mr. Scharfeld had asked to testify after Thursday statement of Miles Draper (see story page 94), Tampa attorney hired by Mr. Scharfeld, and Friday morning testimony of Richard Mead, East Coast president. FCC Associate General Counsel Ed Holtz said he would put Mr. Scharfeld on stand but would reserve cross examination until this week. Ted Baron, associate East Coast counsel, objected to delay in cross examination and this led to heated debate among counsel for all parties.

While it was made clear prospective witness was not reluctant to testify, Judge Stern hit byplay among counsel and prevailed upon FCC counsel to proceed with cross examination.

Mr. Scharfeld then took witness stand and said that Mr. Draper was hired because need was felt for Florida lawyer to dramatize media concentration question. (Winning applicant Biscayne Tv Corp. is composed of principals of *Miami Herald* [John Knight], *Miami Daily News* [James Cox] and former NBC head Niles Trammell.)

Politics and tv

Political candidates are urged by Sig Mickelson, president of CBS News, to advertise less on tv and make more widespread use of free news programs. This view is advanced by Mr. Mickelson in chapter he wrote in *Politics, U.S.A.*, book edited by James M. Cannon, national affairs editor of *Newsweek*, and released nationally Friday (June 17). News programs, Mr. Mickelson said, provide voter with opportunity to "see the candidate as he actually is," while paid telecasts cast him as "a performer." Mr. Mickelson also voiced opinion that tv does "little to change the actual course of elections."

'Startled' ■ Mr. Draper was told his close personal friendship with former FCC Comr. Richard A. Mack had no bearing on his employment by East Coast and that he was not to contact any members of Commission, Mr. Scharfeld said. He stated that he knew nothing of Draper-Mack letters on ch. 7 until they were made public by Congress in 1958. "I was startled when I saw them," he said. "I didn't anticipate they would be written."

Mr. Holtz and other attorneys questioned Mr. Scharfeld only briefly and he was held subject for recall this week.

Kintner's return

Robert E. Kintner, NBC president, is expected back at office late this week after recovery from eye surgery performed June 9. He was to leave New York's Lennox Hill Hospital last weekend. NBC spokesman said Mr. Kintner hoped to make appearance at meeting of affiliates' Tv Board of Delegates Tuesday, June 21, at home of Robert Sarnoff, NBC chairman, in Armonk, N.Y. During hospitalization, Mr. Kintner kept in close touch with network operations by phone and memo, it was said.

WEEK'S HEADLINERS

MR. WASILEWSKI

MR. BELL

Vincent T. Wasilewski, director of government affairs, and **Howard H. Bell,** director of industry affairs, elected NAB vp's Friday by combined board of association. Both named to present posts last May. Mr. Wasilewski joined NAB's legal staff in 1949, was named chief attorney in 1953 and manager of government relations in 1955. He is a native of Athens, Ill., was graduated from U. of Illinois in 1948, received J. D. in 1949. He served in Air Force during World War II. Mr. Bell joined NAB in 1951 as assistant to tv vp, became assistant to late NAB President Harold E. Fellows in 1954. He is native of New York, was graduated from U. of Missouri School of Journalism in 1948 and only last week received law degree from Catholic U. in Washington. Before joining NAB Mr. Bell worked for KFRU Columbia, Mo., and for four years as sales production manager, WMAL-AM-TV Washington.

Joel L. Martin, formerly vice president-marketing at Gordon Best Co., Chicago, joins Edward H. Weiss & Co., that city, in similar capacity. Veteran of 15 years in advertising, Mr. Martin formerly was vice president and research director at Marion Harper Assoc. and vice president of Emil Mogul Co. (now Mogul, Williams & Saylor), both N.Y. He is credited with developing PSI (product semantic indices) technique, qualitative measurement device used as market research tool.

MR. BURR

Eugene Burr, formerly producer with CBS-TV, elected vp, program development, NBC-TV. Mr. Burr had previously been with Dancer-Fitzgerald-Sample, N.Y., as tv program director, as well as tv supervisor for Young & Rubicam, that city. Showbusinses veteran of 27 years, Mr. Burr had produced *The Verdict is Yours*, for CBS-TV since 1957.

Thomas E. Bostic, president of Cascade Broadcasting Co., Yakima, Wash., elected chairman of radio board of NAB. **Merrill Lindsay,** executive vp of Illinois Broadcasting Co., Decatur, Ill., elected vice chairman. (See story page 63).

Kensinger Jones, tv-radio creative director at Campbell-Ewald, Detroit, joins agency's prime planning board as senior vp and creative director. **Walter B. (Pete) Booth,** copy vp, becomes creative coordinator on Chevrolet account. **C.H. Felt,** copy director, named Mr. Booth's chief assistant, while Mr. Felt's assistant, **T. D. Murray,** succeeds him as copy director. Mr. Jones joined C-E in September 1957 after working as broadcast writer, supervisor and producer in Chicago and St. Louis. He was elected vp in December 1958. Mr. Booth put in 10 years in Chicago advertising before joining C-E in August 1955. Mr. Felt has been with agency eight years, becoming copy director year ago.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

WCBM LEADS* IN NUMBER OF UNDUPLICATED RADIO HOMES IN 3 OUT OF 4 DAYTIME 3-HOUR PERIODS IN BALTIMORE . . . .

. . BALANCED PROGRAMMING DELIVERS A QUALITY AUDIENCE . . . THE IMPORTANT ADULT** MARKET!

*CUMULATIVE PULSE AUDIENCE, Baltimore, Md., Metropolitan Area, Feb. 1960
**Nielsen Adult Listenership Surveys

WCBM

A CBS Affiliate
10,000 Watts on 680 KC
Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

WTHI-TV

the Number One single station market in America!

WTHI-TV is a single station market of 217,400 TV homes.

An advertising dollar on WTHI-TV delivers more TV homes than many dollars in a multiple station market.

CBS TELEVISION

WTHI-TV

CHANNEL 10
TERRE HAUTE,
INDIANA

Represented by THE BOLLING CO.

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

JUNE

June 19-24—National Advertising Agency Network national conference. Oyster Harbors Club, Osterville, Mass.

June 20—Board of Broadcast Governors public hearings in Lord Nelson Hotel, Halifax, N.S.

June 20—Comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations.

June 20—Hollywood Advertising Club luncheon. Noon, Hollywood Roosevelt Hotel. Subject: "A Salute to the Advertising Council." Principal speaker; Sydney R. Bernstein, vice president of Advertising Publications Inc.

June 20—National Academy of Television Arts & Sciences presents annual Emmy Awards. Presentation to be carried over NBC-TV, 10-11:30 p.m. EDT.

June 20-Aug. 13—18th annual Stanford Radio Tv-Institute, offering 12 classes in broadcasting and film in cooperation with KNBC (TV), KPIX (TV) and KQED (TV), all San Francisco. Stanford U., Stanford, Calif.

June 20-21—Chicago Spring Conference on Broadcast and Television Receivers, Graemere Hotel, that city, running concurrently with International Home Furnishings Market. Emphasis will be on home consumer entertainment field under sponsorship of Chicago Section of Institute of Radio Engineers. Keynote speaker: Joseph S. Wright, president, Zenith Radio Corp.

June 20-24—American Institute of Electrical Engineers' summer general meeting. 66 technical sessions on subjects including communications instrumentation and control, computers, basic science and management are planned. Inspection trips of various engineering facilities are also on the agenda. Chalfonte-Haddon Hall Hotel, Atlantic City, N.J.

***June 21-22**—Chicago exposure of San Francisco Radio Assn. presentation, "The Market with the Golden Gait," for midwest agencies and advertisers. Executive House, 71 E. Wacker Drive, each morning, 9-10. Co-hosts: station representatives for various members of newly-formed association. Presentation being made through east and midwest during June, with final appearance in Los Angeles and Hollywood June 29-30.

June 21-July 7—Third annual workshop on the Art of Preaching and Mass Communications, sponsored by the E. Stanley Jones Institute of Communicative Arts and Emory U., Atlanta. Ministers will learn to plan and produce radio and tv programs, write and deliver more effective sermons and generally to use mass communications. Held at the university.

June 21-24—National Community Tv Assn., ninth annual convention. Fontainebleau Hotel, Miami Beach, Fla.

June 22—Indiana Broadcasters Assn. general meeting to discuss political broadcasting. Vince Wasilewski, NAB director of governmental affairs, will be guest speaker. 10 a.m. at the Columbia Club, Indianapolis.

June 23-24—Advertising and information services directors, CBS-owned tv stations, St. Regis Hotel, New York.

June 23-24—Wisconsin Broadcasters Assn. annual meeting. Devi Bera Resort, Baraboo, Wis. Radio-tv-movie personality Jack Carson will be honored as Wisconsinite of the Year.

June 22-24—Second National Conference on Electronics Standards. Co-sponsors: National Bureau of Standards, Institute of Radio Engineer's professional groups of instrumentation and microwave theory and techniques and American Institute of Electrical Engineers, National Bureau of Standards Labs, Boulder, Colorado.

June 23-25—National Assn. of Tv & Radio Farm Directors' annual summer meeting. Fresno, Calif.

June 23-25—Maryland-D.C. Broadcasters Assn. annual meeting. Ocean City, Md.

June 24—Mutual Affiliates Advisory Committee meeting with MBS executives. Representing Mutual will be Robert Hurleigh, president; Charles W. Godwin, stations vice president; and Charles King, stations director. MAAC Chairman Victor C. Diehm, president of WAZL Hazelton, Pa., will preside. Chicago.

June 24-25—Colorado Broadcasters Assn., Continental Hotel, Pueblo.

June 25—UPI Broadcasters of Connecticut meeting of officers and directors with wire study committee. Silvermine Tavern, Norwalk.

June 26-30—Advertising Assn. of the West, 57th annual convention, Hotel Del Prado, Mexico City. Theme: "Advertising in the Challenging Sixties." Speakers include Charles Brower, president, BBDO; James Fish, vp for advertising, General Mills; Romulito O'Farrill, prominent Mexican broadcaster; James Farley, president, Coca Cola Export Co.

June 27-29—Institute of Radio Engineers fourth national convention on military electronics, sponsored by professional group on military electronics of IRE, Sheraton-Park Hotel, Washington, D.C.

***June 27-July 1**—First Advertising Agency Group, 1960 conference. Tropicana Inn, Dallas, Tex. Bayard E. Sawyer, associate publisher of "Business Week", main speaker at June 27 opening dinner. Agenda includes plans for expansion of group into New York, New Orleans, Baltimore, Denver, Portland, San Diego, Tulsa, Phoenix and San Antonio.

June 29-July 1—Virginia Assn. of Broadcasters annual meeting. Cavalier Hotel, Virginia Beach.

JULY

July 11-15—Institute in Industrial and Technical Communications, Colorado State U., Fort Collins, Colo. Elwood Whitney, senior vice-president and director, Foote, Cone & Belding, will give opening address.

***July 17-21**—National Assn. of Educational Broadcasters seminar, U. of Wisconsin, Madison.

July 19-20—Idaho Broadcasters Assn. convention. John Meagher, NAB vice-president, and Ben Sanders, KICD Spencer, Iowa, will be featured speakers. Sandpoint, Idaho.

July 20-24—American Federation of Television and Radio Artists annual convention. Shoreham Hotel, Washington, D.C.

July 24-Aug. 5—Advertising Federation of America's second annual management seminar in advertising and marketing. Harvard Business School, Boston. A limit of 50 applicants has been set to be selected from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

July 29—Deadline for comments to FCC on technical standards for fm stereo.

AUGUST

Aug. 12-13—Arkansas Broadcasters Assn., fall meeting. Hotel Marion, Little Rock.

Aug. 19-20—Texas AP Broadcasters Assn. Baker Hotel, Mineral Wells.

Aug. 21-23—South Carolina Broadcasters Assn. summer meeting. Holiday Inn Motel, Myrtle Beach.

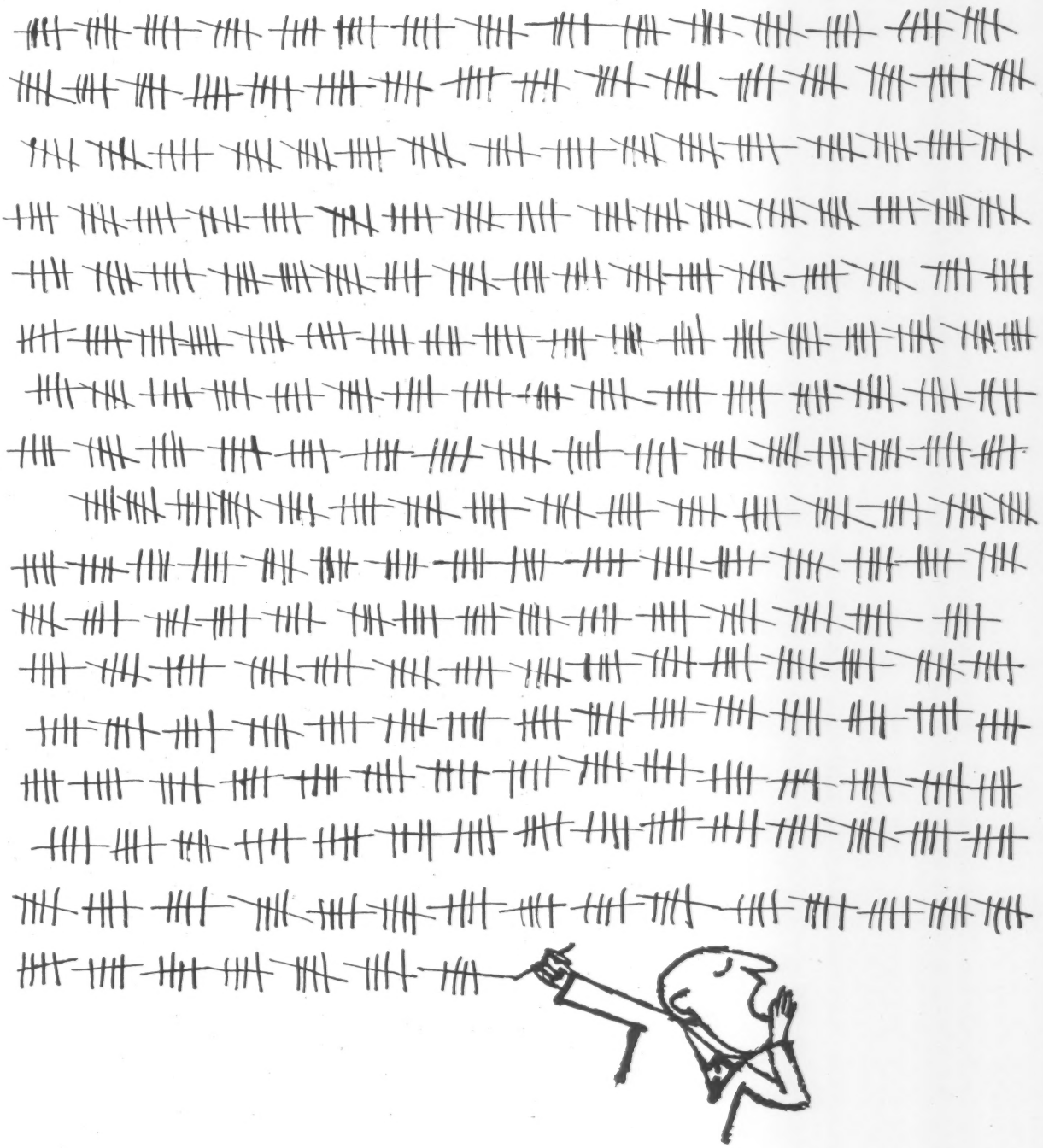
Aug. 23-26—Western Electronic Show & Convention, Memorial Sports Arena, Los Angeles.

Aug. 26-27—Oklahoma Broadcasters' Assn. Western Hills Lodge, Wagoner.

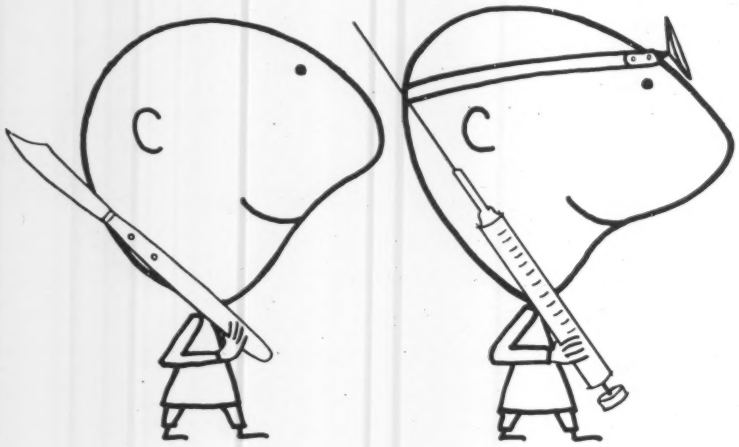
Aug. 29-Sept. 2—American Bar Assn. annual convention, Statler-Hilton Hotel, Washington, D.C.

SEPTEMBER

***Sept. 1**—Comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations. Also under consideration are new engineering curves for use in plotting assignments. This is continu-



How many yawns in a TV season? We tried to count the ways in which television commercials can be boring. It only added to the tedium. Everybody knows you have to move people before you can move merchandise. It has always been our belief that selling the product or the company is the prime function of any television commercial. **N. W. Ayer & Son, Inc.**



"Come into my laboratory."

"Yes, master."

"We are going to change a monkey into a gorilla."

"Yes, master. But can we have some theme music for this operation, like the "DRUMMERS"* 'Happy Time Show?' "

"No. We used that theme when we changed an elephant into a penguin. There are plenty of other excellent "DRUMMERS"* themes we can program. Now hand me the instruments."

"Yes, master. Scalpel."

"Scalpel."

"Syringe."

"Syringe."

"Stylus."

"Stylus?"

"Yes, master, so we can play the "DRUMMERS"* theme."

*Trademarks

SESAC RECORDINGS*

THE COLISEUM TOWER · 10 COLUMBUS CIRCLE · NEW YORK 19, N. Y.

ance of June 20 deadline. Reply comments now due Sept. 16. (Dockets 13340 and 13374.)

Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greenbrier, White Sulpher Springs.

***Sept. 12-13**—Radio Advertising Bureau course (in eight cities) on better radio station management. Starved Rock Lodge, Utica, N.Y.

***Sept. 15-16**—Radio Advertising Bureau course (in eight cities) on better radio station management. Lincoln Lodge, Columbus, Ohio.

***Sept. 19-20**—Radio Advertising Bureau course (in eight cities) on better radio station management. Pocono Manor Inn, Pocono Manor, Pa.

Sept. 19-22—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

Sept. 22-24—Advertising Federation of America Tenth District convention. Little Rock, Ark.

Sept. 23-24—Institute of Radio Engineers, Professional Group on Broadcasting sponsors 10th annual broadcasting symposium. Willard Hotel, Washington, D.C.

***Sept. 26-27**—Radio Advertising Bureau course (in eight cities) on better radio station management. Williamsburg Inn, Williamsburg, Va.

Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

***Sept. 29-30**—Radio Advertising Bureau course (in eight cities) on better radio station management. Diplomat Hotel, Hollywood, Fla.

OCTOBER

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

***Oct. 3-4**—Radio Advertising Bureau course (in eight cities) on better radio station management. Terrace Motor Hotel, Austin, Tex.

Oct. 3-5—Institute of Radio Engineers sixth national communications symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 4-5—Advertising Research Foundation annual conference. Hotel Commodore, N.Y.

***Oct. 6-7**—Radio Advertising Bureau course (in eight cities) on better radio station management. Rickey's Studio Inn, Palo Alto, Calif.

***Oct. 10-11**—Radio Advertising Bureau course (in eight cities) on better radio station management. Town House, Omaha, Neb.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 11-14—Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y. Technical papers have been requested—titles and abstracts should be submitted to Dr. Harry F. Olsen, RCA Labs, Princeton, N.J., by June 22.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 18-21— National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

Oct. 25-26—Engineering section, Central Canada Broadcasters Assn.. King Edward Hotel, Toronto.

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

NOVEMBER

Nov. 13-15—Assn. of National Advertisers annual meeting. The Homestead, Hot Springs, Va.

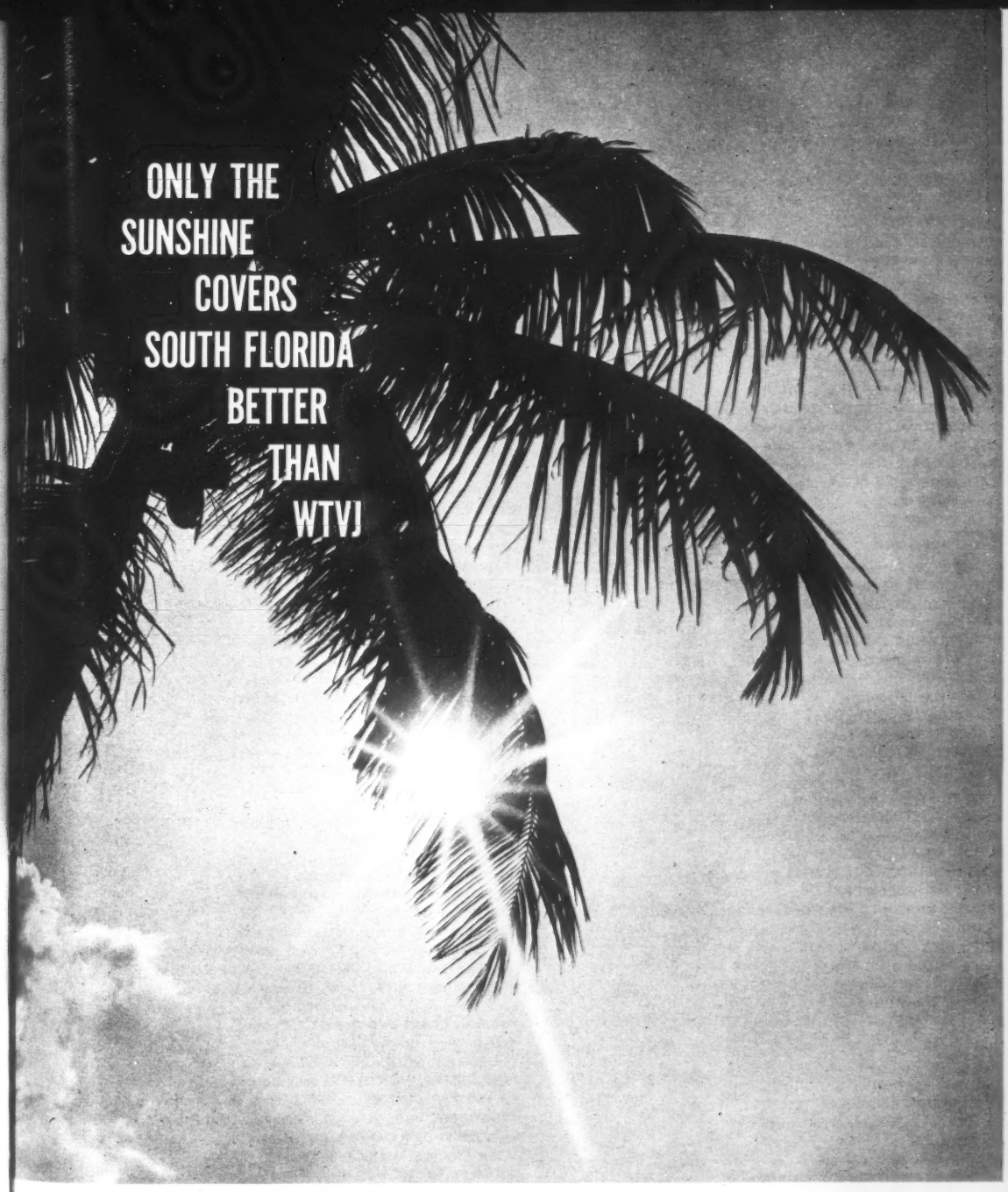
Nov. 14-16—Broadcasters' Promotion Assn. annual meeting. Sheraton Charles Hotel, New Orleans.

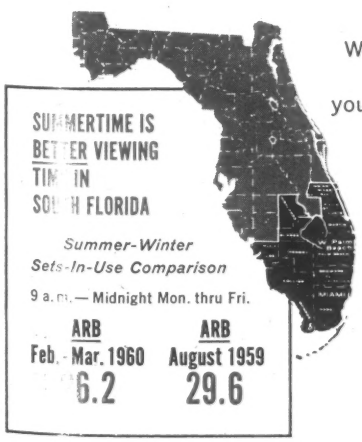
Nov. 16-18—Television Bureau of Advertising annual meeting. Waldorf-Astoria, New York.

Nov. 26—Utah-Idaho Associated Press Broadcasters Assn. convention. Twin Falls, Idaho.

JANUARY 1961

Jan. 13-14—Oklahoma Broadcasters' Assn. Biltmore Hotel, Oklahoma City.





WTVJ—among all media—delivers South Florida's largest daily circulation! Only WTVJ will give your schedule complete coverage of the South Florida market. Obtain the facts of WTVJ's exclusive, total coverage of South Florida from your Peters, Griffin, Woodward Colonel.

WTVJ CBS SOUTH FLORIDA

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

SEPTEMBER

KHRUSHCHEV VISIT, coverage by all networks
THE SPLENDID AMERICAN, Dr. Thomas Dooley
WHAT MAKES SAMMY RUN? Larry Blyden, John Forsythe, Sunday Showcase
INVITATION TO MOSCOW, Marge and Gower Champion, Rise Stevens, Ed Sullivan Show

OCTOBER

WORLD SERIES, Dodgers vs. White Sox
WHERE IS EVERYBODY? Earl Holliman, James Gregory, The Twilight Zone
THE WONDERFUL WORLD OF ENTERTAINMENT, Rosalind Russell, Maurice Chevalier, Ernie Kovacs, Jack Paar, Kate Smith, Polly Bergen, Startime
THE FALLEN IDOL, Jack Hawkins, Jessica Tandy, Du Pont Show of the Month
LIFE IN THE THIRTIES, Project 20
THE TURN OF THE SCREW, Ingrid Bergman, Startime
PACIFIC FESTIVAL, Dinah Shore Show
WINTERSET, Don Murray, Piper Laurie, Hallmark Hall of Fame
BIOGRAPHY OF A MISSILE, Edward R. Murrow, CBS Reports
MISALLIANCE, Claire Bloom, Siobhan McKenna, Robert Morley, Playhouse 90
THE MOON AND SIXPENCE, Sir Laurence Olivier

NOVEMBER

MOTHER LOVE, Conquest
ANOTHER EVENING WITH FRED ASTAIRE, with Barrie Chase
THE WICKED SCHEME OF JEBAL DEEKS, Sir Alec Guinness, Startime
THE POPULATION EXPLOSION, India, CBS Reports
OUR TOWN, Art Carney
A DOLL'S HOUSE, Julie Harris, Christopher Plummer, Hallmark Hall of Fame
GENE KELLY, Donald O'Connor, Carol Lawrence
LEONARD BERNSTEIN, Venice concert
ARMY-NAVY FOOTBALL GAME

DECEMBER

OLIVER TWIST, Eric Portman, Robert Morley, Du Pont Show of the Month
VERY IMPORTANT PEOPLE, Art Carney
COLTS VS. 49ers, NFL playoff
PRESIDENT'S NINE-NATION TRIP, all networks
TONIGHT WITH BELAFONTE
THE INDESTRUCTIBLE MR. GORE, William Shatner, E. G. Marshall, Inger Stevens, Sunday Showcase
CINDY'S FELLA, James Stewart, George Gobel, Lois Smith, Startime
CHRISTMAS STARTIME, Joseph Welch, Marian Anderson, Leonard Bernstein, Startime
COLTS VS. GIANTS, NFL championship

JANUARY

BOWL GAMES, college football
HARLEM GLOBETROTTERS, Sports Spectacular
THE MARGARET BOURKE-WHITE STORY, Teresa Wright, Eli Wallach, Sunday Showcase
CALL ME BACK, Art Carney
ALL-STAR BOWLING, championships from Omaha
CASTRO'S YEAR OF POWER, World Wide 60
BING CROSBY GOLF
THE FOUR OF US, Ethel Merman, Benny Goodman, Beatrice Lillie, Ray Bolger, Bell Hour
THE FABULOUS FIFTIES, Henry Fonda, Jackie Gleason, Rex Harrison

FEBRUARY

THE TEMPEST, Maurice Evans, Richard Burton, Roddy McDowall, Tom Poston, Lee Remick, Hallmark Hall of Fame
THE SWINGIN' YEARS, Woody Herman, Count Basie, Gene Krupa, Startime
JACK PAAR, He quits—for a while.
THE DEVIL AND DANIEL WEBSTER, David Wayne, Edward G. Robinson
ETHAN FROME, Julie Harris, Sterling Hayden, Clarice Blackburn, Show of the Month
WINTER OLYMPICS, Squaw Valley, Cal.
NOT SO LONG AGO, Bob Hope, Project 20
SHADOW OF A SOLDIER, James Whitmore, Melvyn Douglas, Teresa Wright, Our American Heritage
BOB HOPE, with Ginger Rogers, Wally Cox
FOUR FOR TONIGHT, Tony Randall, Cyril Ritchard, Beatrice Lillie, Tammy Grimes, Pontiac Star Parade
THE CRUEL DAY, Van Heflin, Cliff Robertson, Phyllis Thaxter, Raymond Massey, Peter Lorre, Nehemiah Persoff, Playhouse 90
THE PRESIDENT IN SOUTH AMERICA, all networks
THE SECRET OF FREEDOM, Tony Randall, Kim Hunter, Thomas Mitchell, MacLeish drama
BING CROSBY, with Perry Como, Crosby boys

MARCH

THE LONELY YEARS, Helen Hayes, Woman!
TREASURE ISLAND, Hugh Griffith, Boris Karloff, Richard O'Sullivan, Barry Morse, George Rose, Du Pont Show of the Month
JAPAN'S CHANGING FACE, Twentieth Century
YOUNG PEOPLE'S CONCERTS, Barry Finclair, Leonard Bernstein
TOMORROW, Richard Boone, Kim Stanley, Charles Bickford, Playhouse 90
JACK PAAR, He comes back.
PERRY COMO, with Bing Crosby, Genevieve
TRUJILLO . . . DICTATOR, CBS Reports
JACK BENNY, with Phil Silvers, Polly Bergen
BRADLEY VS. PROVIDENCE, NIT basketball finals
CHANCELLOR ADENAUER, Meet the Press
THE HIDING PLACE, James Mason, Trevor Howard, Richard Basehart, Playhouse 90
DEAR ARTHUR, Rex Harrison, Startime
TV GUIDE AWARD SHOW, Robert Young, Nanette Fabray, Fred MacMurray
THE SNOWS OF KILIMANJARO, Robert Ryan, Ann Todd, Janice Rule, Mary Astor, Jean Hagen
THE AMERICAN, Lee Marvin, Sunday Showcase
MICKEY ROONEY, The Many Sides of Mickey Rooney, with Gloria De Haven, Joey Forman

APRIL

HOLLYWOOD SINGS, Tammy Grimes, Eddie Albert, Boris Karloff, Sunday Showcase
'OSCAR' AWARDS
THE LIVING END, World Wide 60
CELTICS VS. HAWKS, NBA basketball title
MASTERS GOLF
DON GIOVANNI, Cesare Siepi, NBC Opera
THE CRADLE SONG, Helen Hayes, Judith Anderson, Siobhan McKenna, Charles Bickford, Hallmark Hall of Fame
MILLIONAIRE'S MITE, David Wayne, Judith Anderson, Eddie Hodges, Our American Heritage
THE MAN IN THE FUNNY SUIT, Ed Wynn, Keenan Wynn, Desilu Playhouse
THE WAY OF THE CROSS, World Wide 60
PARIS IN THE TWENTIES, Twentieth Century
FULLMER VS. GIARDELLO, middleweight championship
NINOTCHKA, Maria Schell, Gig Young, Special Tonight
BIOGRAPHY OF A CANCER, CBS Reports
MARK TWAIN'S AMERICA, Project 20
JOURNEY TO THE DAY, Mike Nichols, Mary Astor, Janice Rule, Playhouse 90
DE GAULLE, coverage by all networks
THE BURNING COURT, Barbara Bel Geddes, George C. Scott, Joseph Welch, Dow Hour of Great Mysteries
INVITATION TO PARIS, Maurice Chevalier, Fernandel, Line Renaud, Jean Sablon, Jacqueline Francois

MAY

THE SHAPE OF THE RIVER, Franchot Tone, Playhouse 90
CAPTAIN BRASSBOUND'S CONVERSION, Greer Garson, Christopher Plummer, Hallmark Hall of Fame
ROYAL WEDDING, coverage by all networks
ARTHUR GODFREY, with Jackie Gleason
KENTUCKY DERBY
FRANK SINATRA, with Elvis Presley, Sammy Davis Jr., Peter Lawford, Joey Bishop
IN THE PRESENCE OF MINE ENEMIES, Charles Laughton, Arthur Kennedy, Playhouse 90
SUMMIT MEETING, coverage by all networks

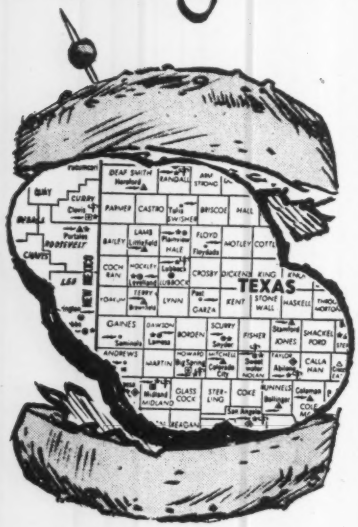
"100 reasons for watching television"

58 on NBC...more than on both other networks combined

"How many of these programs did you see?" asked TV Guide in presenting its choice of the "100 outstanding network shows" of the past season. This list reveals the great range and quality of television today and of NBC's leadership in fine programming. This coming season, too, there will be many, many more good reasons for people to watch television —and, again, the majority of those reasons will be on

... THE NBC TELEVISION NETWORK

a la Dagwood...



RECIPE: Take 4 top stations, sandwich into one BIG market, serve with extra helping of simultaneous merchandising and promotion effort. It's economical as a one purchase, one film, one billing dish . . . served in any combination to fit any appetite.

west texas
television
network

KDUB-TV LUBBOCK, TEXAS
KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE - SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr

OPEN MIKE®

An agency's vtr views

EDITOR: May we have permission to reprint your June 6 MONDAY MEMO by Richard Best (Gordon Best Co., Chicago; subject: "Tv tape commercials: imagination needed," page 18) to use in an upcoming mailing . . . —*John Hundley, Production Sales Dept., CBS-TV, New York.*

[Permission to reprint is gladly given, with appropriate credits—THE EDITORS.]

EDITOR: Please forward . . . 1,000 reprints of the MONDAY MEMO appearing in the June 6 issue . . . —*Richard A. Madsen, Advertising Coordinator, Video Products Div., Ampex Professional Products Co., Redwood City, Calif.*

'Hurleigh Concept' genesis

EDITOR: In the May 30 issue (page 32) you carried a story regarding the Mutual concept and the fact that it was known around 1440 Broadway as "The Hurleigh Concept," since I was credited with having conceived the plan. It is true that I pressed hardest to do away with the historical concept of programming and to turn Mutual into a service network with emphasis on news, special events and sports, in order to give affiliated stations that which would best augment their own individualistic stations.

However, I think it should be publicly stated that had it not been for the survey in BROADCASTING Magazine of Nov. 26, 1956, I might never have succeeded in persuading the then Mutual management that such a plan could be effective. Your survey proved rather conclusively that stations wanting such a service might pay for a new service and certainly were dropping away from networks because the traditional programming was allowing them very little flexibility to compete with the independents.

So, Mr. Editor, a very grateful "thank you" for a most timely survey which was used as an integral part of my presentation to management which brought about the new Mutual concept. —*Robert F. Hurleigh, President, Mutual Broadcasting System, New York.*

Ownership of KAPE

EDITOR: Thank you very much for your article about KAPE in your June 6 issue (page 54). Evidently there was a misunderstanding about some of the facts involved. KAPE is owned by Charles Katz, who is a member of the firm of Katz Oil Co. and Sid Katz Inc.

In addition to Charles Katz, who, incidentally, is vice president of KAPE, there is Art Riklin, who was formerly with KTRH and KPRC, both Houston. Art Riklin is one of the owners of KAPE and is secretary-treasurer of the corporation.

Sam Riklin, who was an account executive with Pitluk Adv. of San Antonio and formerly in radio, is president and one of the owners of KAPE . . .—*Sam Riklin, President, KAPE San Antonio, Tex.*

Research: print vs tv

EDITOR: You may be interested in the following letter that I sent to Edwin H. Sonnecken, president of the Marplan Division of McCann-Erickson. It concerned the MONDAY MEMO titled "Planned research is needed for television" that he and K. David Inouye authored and which was carried on page 18 of the June 13 issue. My letter said:

"I agree with the need for planned research in television as you state in the current BROADCASTING. I violently disagree with your belief that '. . . there is still more money, time and energy being devoted to research in print (than in television)' and '. . . we still do not know how to spend our research money as effectively in tv as in print.'

"Has anyone ever known the number of people who saw or read any advertisement in any print medium?

"You asked 28 questions for broadcasting to answer. Has the print counterpart of any one of these ever been answered by our print media ancestors?

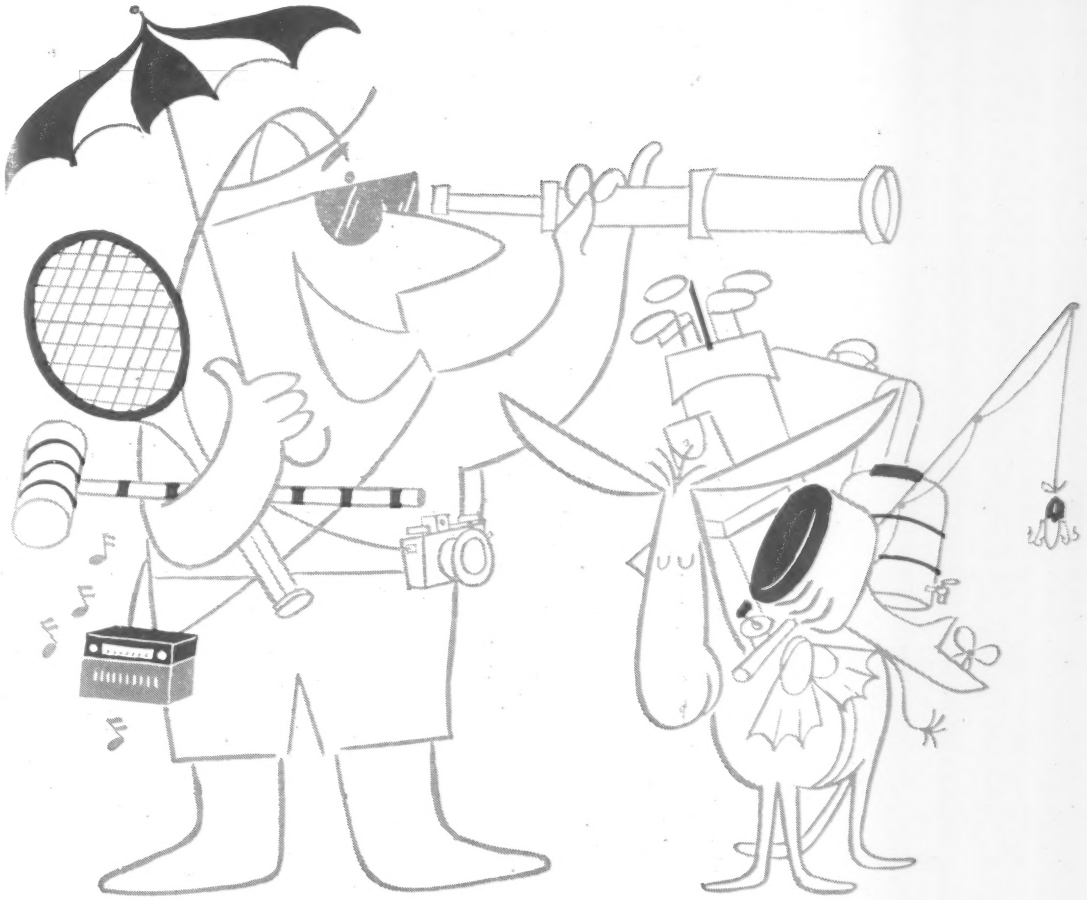
"I cannot believe that the advertiser trend to television as the basic medium is in the face of better print research. If it is, the findings of such print research must be most disheartening to their sponsors. We've been told advertisers buy television because they know so much more about it . . . and cannot afford to gamble on less-researched media.

"I would be most interested in the areas where print research (for all its years of existence) even approaches that for television (with all its complexity)."—*George Huntington, Vice President, Television Bureau of Advertising, New York.*

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.



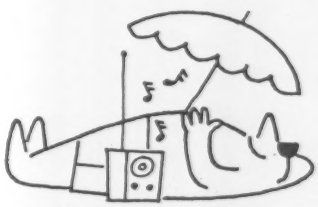
EVERY SUMMER MORE VACATIONERS DISCOVER WJR

Last summer more than five million outstate tourists visited Michigan and spent 650 million dollars on almost every product imaginable! Of course it's not just the outstaters who appreciate this beautiful vacationland. Michiganders know it, love it, and stay home to enjoy it every summer. Right next door, Ontario handles 60% of Canada's tourist trade. This amounts to a tremendous market, and WJR covers it like a glove.

People save for their vacations, they love to spend and they do. Furthermore, they depend on their radios for entertainment and information—they listen to them on the beach, at picnics, in boats, in the cottage or on the road, and the powerful voice of WJR can carry your sales message to them.

Mom, Pop, and all the kids will find something they like on WJR. Its complete range programing means something for everyone, every day. For details check with your Henry I. Christal representative. He has all the information showing why WJR is the best buy for summer, or any season.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL



People demand more enlightening entertainment—and they get it on WJR

HERE THEY COME!

Quick on their feet, quicker on the audience draw...the most excitement-charged team of private eyes ever assigned to catch the public fancy! It's CBS Films'

THE BROTHERS BRANNAGAN

Starring Steve Dunne and Mark Roberts in 39 all-new, all-action half-hours filmed on location in scenery-rich Arizona and California. Reserve your sales area now

FROM CBS FILMS

"...THE BEST FILM PROGRAMS FOR ALL STATIONS"

OFFICES IN NEW YORK, CHICAGO, LOS ANGELES, DETROIT, SAN FRANCISCO, BOSTON, DALLAS, ATLANTA, ST. LOUIS. IN CANADA: S.W. CALDWELL, LTD.

Editorial Leadership:

radio's best way to build community respect and sales!

DANIEL W. KOPS, President
WTRY • WAVZ

SPECIAL AWARD
TO
WTRY

FOR INSPIRED CIVIC LEADERSHIP IN TROY'S URBAN REDEVELOPMENT PROGRAM • FOR EXCELLENT SUPPORT OF THE NEW CITY CHARTER AND EDITORIAL COMMENT FOR THE BETTERMENT OF OUR GREATER TROY AREA • PRESENTED APRIL 7, 1960
BY
GREATER TROY CHAMBER OF COMMERCE

The Special Award (message shown at left) which was presented recently to WTRY by the Greater Troy Chamber of Commerce is indicative of the fruits of EDITORIAL LEADERSHIP by radio.

We were proud to receive the award, but prouder still of the benefits to the community which we helped to promote.

This is a result of responsible EDITORIAL LEADERSHIP . . . radio's job . . . radio's best way to build respect *and* sales.

WAVZ • WTRY

NEW HAVEN, CONN. • ALBANY, SCHENECTADY, TROY, N. Y.

WAVZ represented by George P. Hollingbery Co., Kettell Carter, Inc., (New England).
WTRY represented by John Blair & Co.

in Synonyms . . .

it's Roget's Thesaurus

in TV and Radio . . .

IT'S BROADCASTING YEARBOOK!

Finding the **right** word is the first principle of being articulate. **Respected** (esteemed, time-honored, venerable) and **authoritative** (reliable, accurate, informative) fittingly describe Roget's Thesaurus, famous reference book of synonyms and antonyms. In the business world of television and radio, they apply just as fittingly to **BROADCASTING YEARBOOK**, the most complete and dependable reference volume for busy people in broadcast advertising. To them, finding the **right** facts is the first principle of being profitably informed. The 1960 **BROADCASTING YEARBOOK**—covering **both** TV and radio—will be on their desks in September (and a full 12 months thereafter). They'll find it more valuable than ever . . . a veritable thesaurus* of information on every aspect of broadcast advertising. If you have a message for people who make TV-radio decisions, here's **THE** forum wherein to speak up! **Final deadline:** July 15 (or—for proofs—July 1). **Reserve the position you want NOW before it's gone!**

*The Greeks had words for almost everything. "Thesaurus" meant a treasury or storehouse; the 1960 BROADCASTING YEARBOOK is a treasure-trove of facts. Get it?

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

25,000 CIRCULATION GUARANTEED

1735 DeSales Street, N. W., Washington 6, D. C.

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VICE PRESIDENT . . . . . Maury Long
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ASST. SEC.-TREAS. . . . Lawrence B. Taishoff

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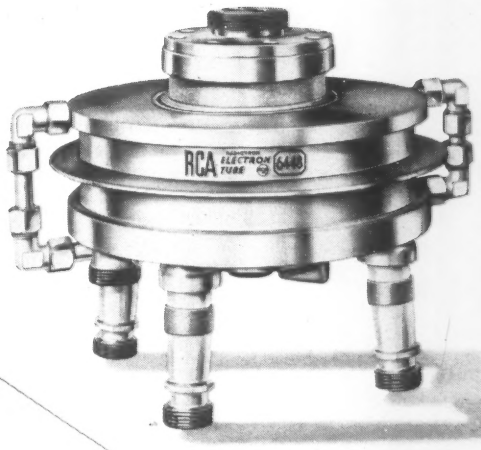
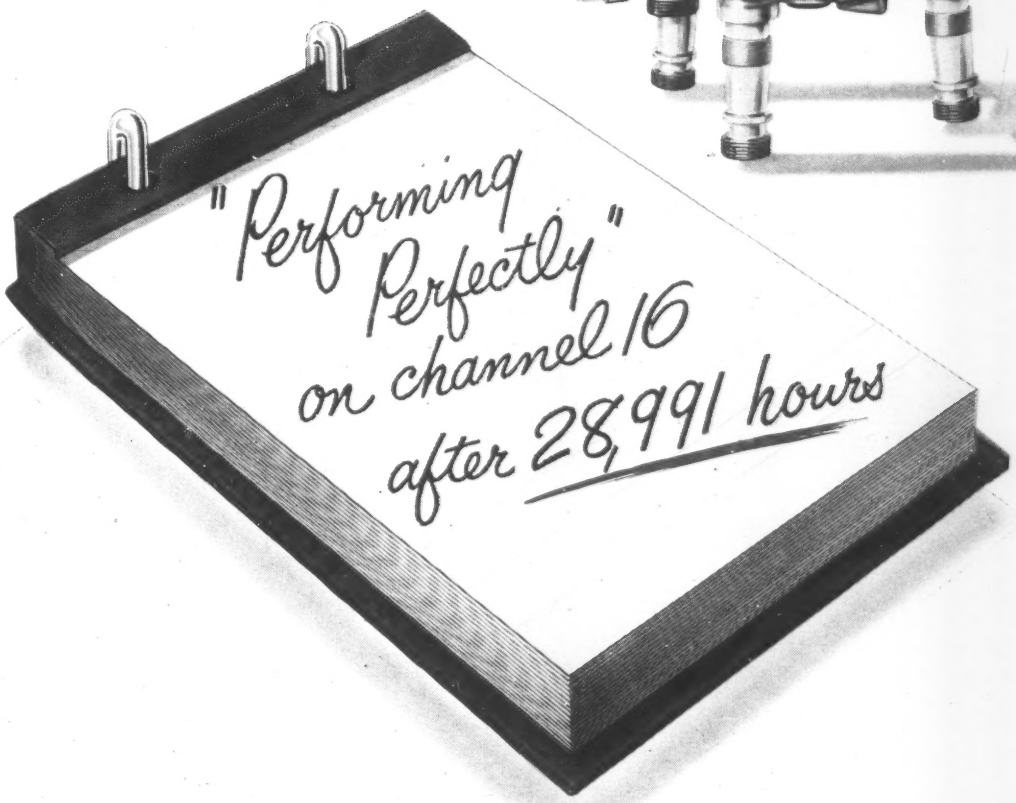
CHIEF ENGINEER'S REPORT ON RCA-6448





Here is what Chief Engineer Bazil O'Hagan of WNDU-TV at Notre Dame reports about his RCA-6448:

"I am extremely pleased to advise you that an RCA-6448, Serial No. Y704, is performing perfectly in our Channel 16 transmitter even though it presently has an accumulated use-age of 28,991 hours. Congratulations on a super designing and manufacturing job."

Such extreme longevity is, of course, outstanding. It means, for example, that Mr. O'Hagan and his staff were careful to observe good engineering practice in operating this tube. Many broadcasters are discovering that similar care of their RCA-6448's will often result in extended service far beyond normal tube life expectancy. And that, in turn, means savings all down the line.

Get in touch with your RCA Distributor of broadcast tubes for prompt service on all your tube needs. He's stocked with the best—RCA tubes.

RCA Electron Tube Division, Harrison, N. J.

RCA®

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

MONDAY MEMO

from **ERNEST J. HODGES,** *vice president and account executive, Guild, Bascom & Bonfigli, S.F.*

There's big 'payola' in public service

This is the story of a *good* kind of payola.

This kind of payola comes from the public. It comes from the public to our clients when the public likes our clients, when they like the tv programs they see. And when the public, as a result, believes in our clients, in our commercials and in the products they are offered, then the public forks over the payola.

This story really starts with why our clients look good on tv. We come right to the fact that we're getting a lot of help in this respect. A lot of people would seem to be working very hard to make us look good on tv. They are accomplishing this by looking so bad themselves.

Glitter and Stink ■ The unpleasant fact of life is that much of prime time network tv programming is like Oscar Wilde's dead mackerel in the moonlight—it glitters. But, man, does it stink! It stinks also as an advertising medium, as a vehicle for commercials that can persuade people to buy our client's products.

Now that's a hard point to make with many people. It's hard for them to believe that a program which attracts the biggest ratings, the most millions of people, isn't necessarily an efficient advertising medium. It's hard to sell the concept that a good non-violent program which may, at the same time, offer a little information and education, is a better advertising vehicle than many "bigger" shows.

We at Guild, Bascom & Bonfigli not only seriously believe this concept, we have proved it for our clients, time and again. Let me give one case history. The client is the Ralston Division of the Ralston Purina Co. The chief products are Ralston cold cereals—Wheat Chex, Rice Chex, Corn Chex.

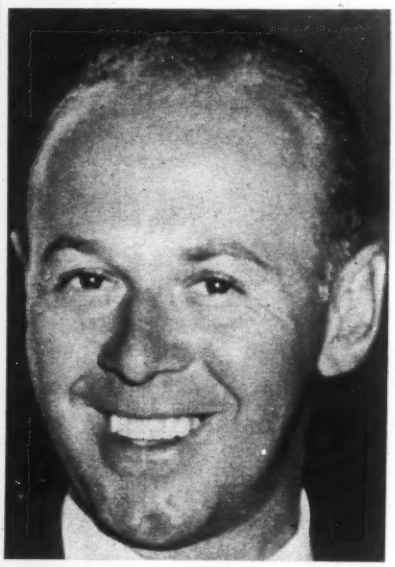
How It Began ■ It all started when we agreed to sell Ralston cereals to a family audience—not just to children—and chose nighttime network television as our vehicle. Then came some dark hours. Such as the time when our family show, at that time *Ethel & Albert,* was slotted on ABC-TV against a low-budget CBS-TV entry that we were assured would be no competition. It was named *The $64,000 Question.* It started just one week after we entered the new time. *Ethel & Albert* may have been the only weekly, sponsored closed circuit television show in history. I'm not sure that even the sponsors watched their own show.

But even after that, Ralston wanted to stay on network television and had nearly 100% of the budget in nighttime tv. Because, despite our tiny ratings, nighttime tv had reversed a downward sales curve.

Next came *Bold Journey*—the first network travel-adventure program. It was deceptively simple. Travelers, often real amateurs, took 16 mm films of their trips. These have been unkindly called "home movies," but a lot of American families liked home movies and they liked Jack Douglas who had the knack of giving authenticity and a "gee whiz" quality to *Bold Journey*—qualities which many slicker and more expensive shows lacked.

Sales Go Up ■ During our first year, ABC-TV had us in three different time periods. As I remember it, we started with a fat rating of eight and struggled all the way up to about 12. But what a sales curve! In one year we registered a 34% increase in sales against an industry gain of 5%.

And at the same time, a curious thing was happening. Among the baskets of mail coming in were letters from school teachers. They all said the same thing. They enjoyed the show. The programs often fitted in with what they were teaching and—and here's the tip-off—couldn't we please let them know what subjects were going to be shown so that they could tell their students to watch *Bold Journey?*



Ernest J. (Buzz) Hodges, before he joined Guild, Bascom & Bonfigli, S.F., as vice president in 1952, had been advertising manager of bookbinding firm, police and court reporter on Cleveland Press, *member of Air Force (where he got his nickname) for five years of World War II, copywriter at J. Walter Thompson Co., S.F., and head of his own public relations firm, whose clients included GB&B. Today he supervises the Ralston account at GB&B.*

We recognized the audience potential in what these teachers were asking. But we did *not* use standard style show business promotion and exploitation. We took a positive approach. We hired the best educational counsel in the country and addressed ourselves seriously to the job of giving the teachers the most help we could. We proceeded to give it to them. "It," in this case, was a series of carefully written advance lesson plans for teachers. Now mark this—we offered a service and tried sincerely to keep it a public service. We didn't try to get Ralston cereals into the schools. We didn't ask for box tops or make any of the very tempting commercial moves.

Millions of Students ■ The teachers responded. In just a few weeks, 25,000 classrooms with more than one million students were using *Bold Journey* as what our teaching friends call "enrichment material." Within one year the numbers had gone to 82,000 classrooms with more than four million students. The next year: five million students, 100,000 classrooms. And right now, *John Gunther's High Road* is being used in the astonishing total of 150,000 classrooms by more than seven million students.

Let me point up a significant fact: Teachers were asking their students to watch a commercial television program. These students did not watch *Bold Journey* or *High Road* in the schools. Millions of them view these programs at night, at home, and many of them—more than half—we find, get their family to watch, too. And this has meant giving up some other very good shows.

As this activity grew, it attracted the attention of leading educators. And let's be honest—we went out and helped attract this attention. The result was acclaim, awards, citations—all directed at Ralston's pioneering effort to use commercial television as a teaching resource.

If this case history has a moral, it's that there is big payola in public service.

Crab Meat Imperial
OLD NEW ORLEANS FAVORITE
Dice 1 green pepper and 2 pimentos. Mix with 1 tbsp. English mustard, 1 tsp. salt, ½ tsp. white pepper, 2 whole eggs, 1 cup mayonnaise. Add 3 lbs. lump crab meat; mix with fingers so that lumps are not broken. Fill 8 crab shells or casseroles with mixture. Top with bit of mayonnaise, sprinkle with paprika.
Bake in 350° oven for 15 minutes.
Serve hot or cold. Perfect with a bottle of chilled Chablis wine.

As served at Commander's Palace by Ivan

WWL-TV . . . new New Orleans Favorite

WWL-TV's imaginative local programming has captured national notice in Look, TV Guide and Newsweek within the last six months.

Illustrative is *Destroyer Escort 1016*, a two-hour taped drama produced entirely by WWL-TV as the first of a series of community TV Little Theatre presentations.

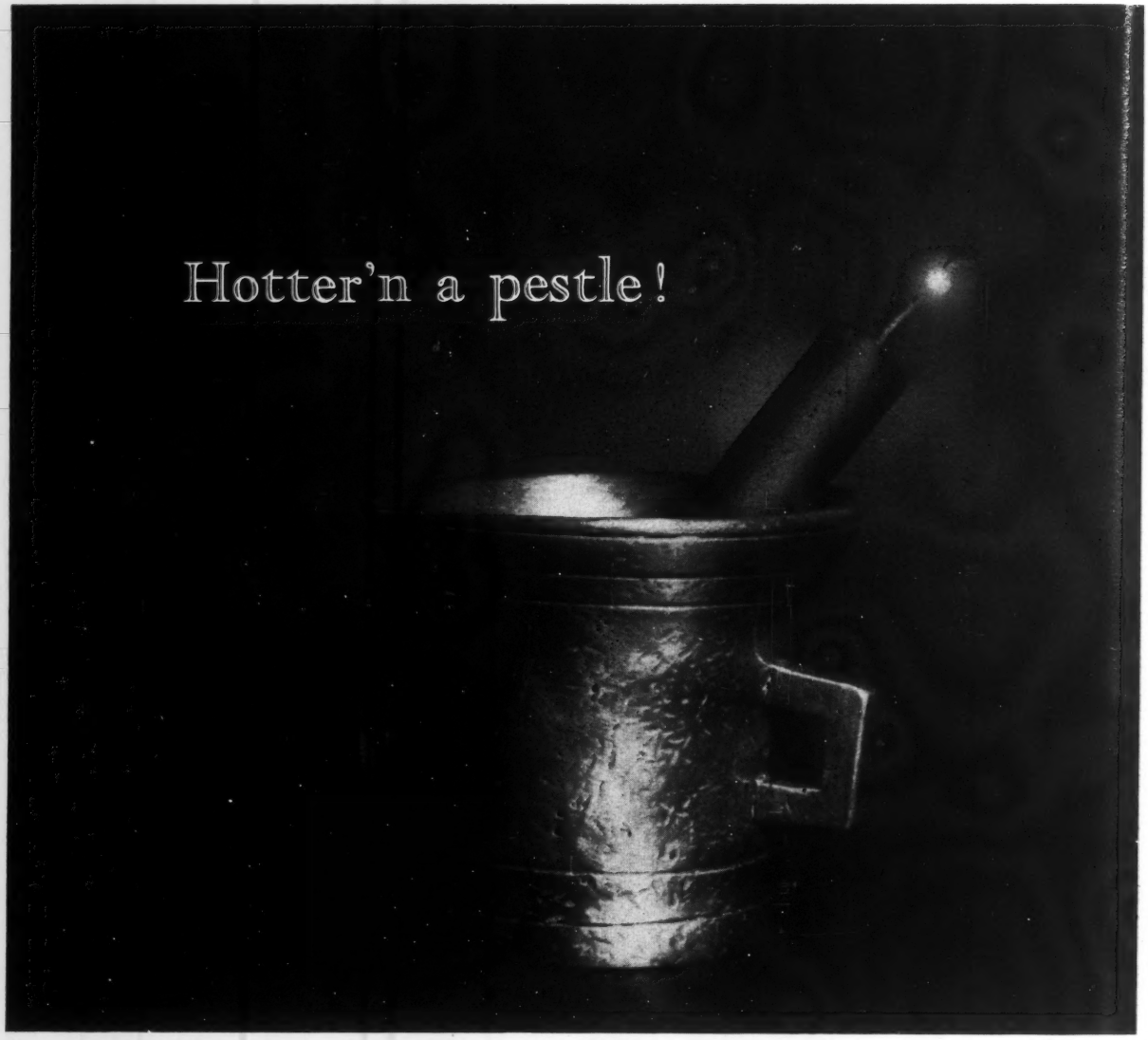
Destroyer Escort 1016 utilizes 51 volunteer actors, 144 scenes and 37 sets and recently won the Ampex award for "Best Idea of the Year."

Only a professional "know-how" station can receive national recognition like this.

WWL-TV—the *new* New Orleans favorite

Represented nationally by Katz

CBS **WWL-TV**
NEW ORLEANS



450 Druggists make W-I-T-H's Spotlight Drug Plan the fastest-drawing Merchandising in Baltimore!

W-I-T-H is first in Baltimore with more drug-store product advertisers than any other station . . . and no wonder! W-I-T-H's drug advertisers get their products featured in 450 top-volume drug stores in Metropolitan Baltimore by shelf talkers, window streamers, price tags and cash-register strips! These 450 druggists are set to push your product . . . so buy time where you get space.

W-I-T-H

RADIO BALTIMORE: Tom Tinsley, President, R. C. Embry, Vice President

NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; CLARKE BROWN COMPANY in the South and Southwest.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

June 20, 1960
Vol. 58 No. 25

AUTOMEN PLAN RECORD AD BUYING

With big 1960 sales assured, they'll shoot the works on new models

Detroit, auto capital of the world, right now is the hottest spot in advertising.

Multi-million-dollar campaigns are going the executive rounds as manufacturers prepare to introduce the new 1961 models.

Planning was complete long ago for production of these new cars. Now the motor industry and its advertising agencies are working on ways to sell them, spurred by the best half-year sales record since 1955.

Detroit is excited. The big gamble—introduction of compact cars by the majors—turned out to be a sound investment.

And 1961 models will bring more gambling with consumer tastes and pocketbooks when at least four new compacts hit the market.

For the second straight model year the Big Three (General Motors, Ford, Chrysler) will have important new products to promote. That means more advertising, lots more.

The Big Push ■ Judging by an on-the-scene look at every major manufacturer in Detroit and the advertising agencies that service these big accounts, it's obvious that the 1961 models will be backed by the biggest advertising budgets in automotive history and that radio and television stand to sell a record dollar volume of automotive time.

Detroit thinks in terms of millions—millions of advertising dollars, and production units. Its advertising budget, national only, is estimated as high as $200 million. There's simply no estimate of dealer advertising expenditures.

The Compacts ■ The most important lesson learned in the 1960 model year is this:

■ American car buyers want smaller transportation. They're getting it, and in quantity. General Motors will come out with three new compacts—Buick's Special, Oldsmobile's F-85, Pontiac's Tempest. The rumored appearance around year-end of Ford's compact compact in the Volkswagen class is the latest automotive tidbit.

A second lesson was learned from the model year:

■ There's a good profit in compacts. Ford Motor Co. led the compact field with Falcon. Its Comet, introduced in late winter, is catching on fast. With the basic Ford line and the new Falcon, Ford Motor Co. has the second and third best-selling cars in the industry, the company claims.

Chevrolet is back as the top seller this year. This GM division has an estimated lead of 150,000 cars over Ford and its Corvair compact is second in that field.

Chrysler's compact Valiant will have a corporate cousin, the new Lancer. A surprise of the 1960 model year was the popularity of Dodge's Dart, which parallels Plymouth and is now 85% of Dodge production.

While all this has been going on, American Motors Corp. has been saying "I told you so" and fondling its debt-free corporate structure and near-complete expansion program financed out of earnings. American's Ramblers started exploiting the compact field nearly a decade ago. It was a tough fight but now Rambler is climbing fast. All the compact promotion has helped sell Ramblers (sales are 35% of this year).

Fitting Them In ■ At this early summer point, Detroit is highly compact conscious. The majors waited a long time to introduce compacts. They're still experimenting with ways to fit them into the model lines. GM seems determined to hold Pontiac, Oldsmobile and Buick strength in the medium-

Launching the Lancer ■ Inspecting preliminary ad planning for the 1961 Lancer, Dodge's entry in the compact car field are officials of Dodge and of its new advertising agency, BBDO. L. to r.: Charles Brower, BBDO president; M.C. Patterson, Dodge general manager; W.D. Moore, Dodge director of advertising and sales promotion, and Robert E. Anderson, BBDO vice-president. (Lancer plans: page 39.)

priced field whereas Dodge has almost abandoned that field to the Dart.

Buick is expected to fit its special model into the normal advertising campaign. Special's commercials are likely to be woven into Buick's regular radio and tv schedules. Pontiac, on the other hand, is thinking in terms of distinctive advertising for the new Tempest, it appeared last week.

Television planning is generally more advanced than radio at this time because of the money and advance planning involved in use of tv network facilities. Saturation radio spots are planned for the new models in September and October but agencies tend in some cases to put off radio buying because of the medium's flexibility.

Special Problems ■ The motor giants may be receptive in the immediate future to suggestions from media for the solution of two problems—the million new-car inventory that's accumulating

How to sell Detroit: Swarm over it

A new technique in broadcast time-selling appeared last week in Detroit.

Executives of the 16 large-market radio stations represented by the Henry I. Christal Co. staged an automotive sales safari that took them into the offices of every advertising agency serving major car manufacturers.

For three days these sales executives made individual presentations to timebuyers and motor executives. They chatted informally, went into the Ford factory to watch a production line and generally promoted the place of radio in the automotive picture.

As the auto production year went into its final quarter and new model advertising neared, these station executives took part in what Joseph Spadea, head of Christal's Detroit office, called work conferences. These were supplemented by luncheons and dinners attended by top agency and manufacturer executives. The broadcasters were quickly convinced the new model year will see record advertising expenditures in the motor industry.

Participating agencies were: N.W. Ayer & Son; BBDO; D.P. Brother & Co.; Leo Burnett Co.; Campbell-Ewald Co.; Geyer, Morey, Madden & Ballard; Grant Advertising; Kenyon & Eckhardt; MacManus, John & Adams; McCann-Erickson; J. Walter Thompson Co., and Young & Rubicam.

The broadcast group toured Ford Motor Co.'s Rouge production facilities June 15 after lunching with Ford executives at Dearborn Inn. They split into four-man working groups June 16 to make individual quarter-hour sales presentations. General Motors and agency account executives were luncheon guests at the Detroit Athletic Club. Over 100 advertiser-agency executives in the automotive field were guests at a reception and dinner. The June 17 agenda included a luncheon for executives of Chrysler and its agencies.

Agency officials described the Christal conference series as highly effective. Mr. Spadea was assisted in the project by Robert Hund, of the Christal Detroit office. The station executives agreed the conferences had given them a chance to promote appreciation of station service, audience acceptance, market factors and radio's ability to sell cars.

Automotive inside ■ Seventeen sales executives of radio stations represented by Henry I. Christal Co. learned about the automobile industry last week in tours of auto plants in Detroit. Here they inspect the Ford Rouge production line. Front row (l to r): a Ford guide (pointing); Jack Timmons, KWKH Shreveport, La.; Don Gibson, WDAF Kansas City; Bob Forker, WGAR Cleveland; Dick Gravel WTAG Worcester, Mass.; Joseph Spadea, head of Christal's Detroit office.

Second row: Al Gillen, WAPI Birmingham, Ala.; Dick Shepard, WHAM Rochester; Robert Tyrol WTIC Hartford; Joe Killeen, WTMJ Milwaukee; Chet Daly, WBEN Buffalo; Bob Hund, Christal Detroit office.

Back row: Gene Grubb, KOA Denver; Bob Burton, WJR Detroit; Elmer Wayne, KFI Los Angeles; Bob Riley, KTHS Little Rock; Jack Brussell, WJR Detroit; Joe Foster, WSYR Syracuse; John Schmulbach, WGY Schenectady; John Fouts, WHAS Louisville.

WHAT DO YOU LOOK FOR WHEN YOU BUY?

* **More listeners?** WCCO Radio delivers a whoppin' 54.5% share of audience—more listeners than all other Minneapolis-St. Paul stations combined.

* **Lowest cost per thousand?** WCCO costs less than one-third of the average of all other Twin Cities stations.

* **Top acceptance?** WCCO's popular programming has held the majority of listeners for more than 35 years; the only radio station in America to win the coveted Peabody award in 1960. * **No question about it**—the right way to reach the 1,022,610 radio families in WCCO's 114-county basic service area is . . . buy WCCO Radio!

WCCO RADIO

Minneapolis • St. Paul

Northwest's Only 50,000-Watt 1-A Clear Channel Station / Represented by CBS Radio Spot Sales

Source / Nielsen Station Index, March-April, 1960 / StationTotal, 6 AM-Midnight, 7-Day Week

around the nation and the hordes of cars on the used-car lots. Answers to these problems must be found or the introduction of 1961 models may be more difficult than anticipated.

Here are opportunities for broadcaster to help local dealers cut the new-car inventory by at least two-thirds by mid-September and to ease the glut in the used-car market.

Around Detroit it's hoped that the sales of imported cars are reaching a plateau. The operating economy and small size of U.S. compacts are believed to have halted the import climb, but it's felt that snob appeal, sports models, simplicity, low cost and other special traits of foreign cars will always give them a steady U.S. market.

Dealer Structure ■ An extremely important phase of car selling and advertising centers around local and regional dealer organizations. Dodge, Ford, Chevrolet and others have closely knit and active dealer groups. Some buy independently; others place through agencies handling the manufacturer's national account. Dealer co-op has been abandoned by Detroit though in some cases financial help is given dealer groups.

As a rule the groups, like individual dealers, have complete autonomy in their advertising purchases, where the national budget may run from 10% to 50% radio-tv, regional and local dealers are more broadcast-minded and influenced by alert station selling.

GM provides one of the industry's notable radio success stories with its promotion of Guardian Maintenance, an institutional campaign promoting use of GM dealer service by GM car owners. The promotion is divided about 50-50 between radio and print.

In tv, GM stirred Detroit a few days ago with its several-million-dollar purchase of half the telecasts of World Series baseball plus Blue-Gray and Rose Bowl football games. These telecasts will be shared with Gillette.

The calendar year 1960 is a dandy, motor magnates are happy to say though sometimes that's about all they'll say in an interview. They're decidedly bullish about 1961 models and the next calendar year.

"The more cars we sell, the more we spend for advertising," one executive said. The industry will buy any medium that will sell its cars but there's still need to convince some executives that both radio and tv can move cars effectively even without print-media support.

It's decision time in Detroit.

Following are the early-summer advertising pictures at Detroit's major automotive plants:

General Motors Corp.—Oldsmobile —AC Spark Plug ■ The higher-medium bracket Oldsmobile is having a good sales year, with D.P. Brother & Co. continuing to place advertising. The agency also has the General Motors institutional and AC Spark Plug Div. accounts.

One of the automotive industry's impressive success stories centers around GM's radio-only promotion of Guardian Maintenance, a campaign designed to bring GM car and truck owners to GM dealers for servicing. Special transcriptions with openings for local, regional and national identification are used and D.P. Brother also buys national spots using the names of all GM divisions in the commercials.

A new Guardian Maintenance series of one-minute spots, using the Bob & Ray team, started over the June 18 weekend in 150 markets. Edgar Bergen-Charley McCarthy spots have been on NBC *Monitor* and CBS Radio. Olds used spot heavily in introducing 1960 models. It is promoting Guardian Maintenance on a CBS Radio Sunday evening sequence—*Suspense, Have Gun Will Travel* and *Gunsmoke*.

For Olds, the Brother agency buys Lowell Thomas news on CBS Radio, 6:45-7 p.m. across the country. Tv is off for the summer. Last season Olds sponsored Dennis O'Keefe for 39 weeks on CBS-TV and three Bing Crosby specials on ABC-TV. Next autumn the Crosby package will be renewed—two specials and the annual Crosby golf tournament. Alternating *Michael Shayne* episodes will be used (Fri., 10-11 p.m. on NBC-TV in the old Gillette fights time). Part of the Miss America finals in Atlantic City will be sponsored by Olds plus participations in *Hawaiian Eye* (Wed., 9-10 p.m. on ABC-TV). Lowell Thomas CBS Radio news will be continued and there are plans for spot radio to promote new models. Spot tv was used for the new 1960 models and may be repeated next autumn in selected markets.

AC Spark Plug shared a series of eight Art Carney specials with GM's United Motor Service (Delco battery). NBC-TV landed this contract because of its experience with color.

AC will participate in ABC-TV's *Cheyenne* (Mon., 7:30-8:30 p.m.) and *Naked City* (Wed., 10-11 p.m.). Oil filters and spark plugs will be promoted. GM institutional (General Motors Service Corp.) will continue in its advertising pattern of the last broadcast season. The radio-tv budget, as with AC and Olds, will be about the same. Spot radio has been heaviest in the autumn and spring, with less emphasis in mid-winter.

Locally Olds dealers are active in radio and tv but exercise autonomy, buying as their needs and preferences indicate.

One of the year's biggest buys was the GM corporate purchase of co-sponsorship with Gillette in the World Series, plus Blue-Gray and Rose Bowl football games. McCann-Erickson placed this business.

Chevrolet ■ Any look at the automotive industry is likely to find Chevy heading the statistics. General Motor's No. 1 line—and the industry's too—is in its fifth decade, and the 1960 model year as well as calendar year will show Chevy well ahead of runner-up Ford-Falcon (150,000 passenger-cars lead

Tv demon sells air-conditioners

The Fedders Corp., Maspeth, N.Y., and its agency, Hicks & Greist, New York, confidently look for the air conditioner business to go to the devil this summer.

The demon they have in mind stars in a commercial being offered distributors for local scheduling (50-seconds of Fedders copy and a 10-second local tag.) Condensed storyboards have gone out to the trade around the country and the client is geared for 800 film orders.

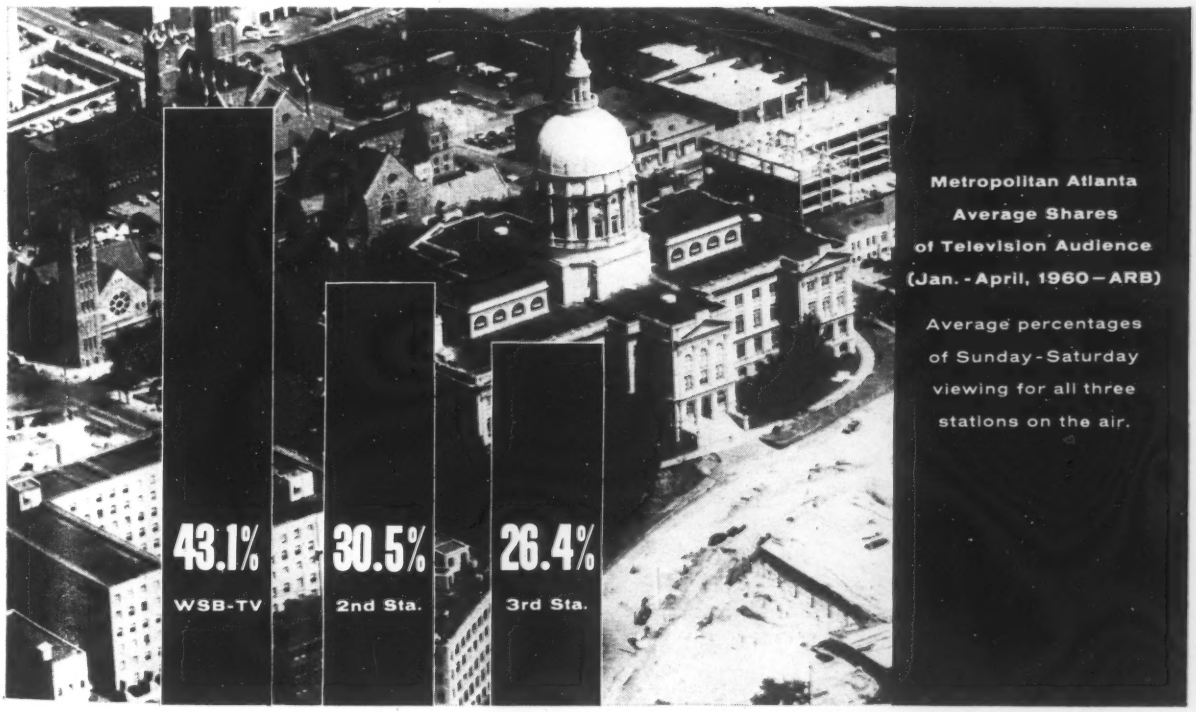
Fedders' devil performs in black limbo, pantomiming the pitch with voice-over copy, transitions accomplished entirely by fire, smoke and other hellish effects. Involved in the commercial's production: Richard R. Rendely, executive producer; Art Mayer, copy chief, and Len Glasser, collaborating writer, all of the agency; actor Jack Gilford (of the Broadway play, "The Tenth Man," another production which deals with devils), and voice, Joe Silver.

FEDDERS' DEVIL
Blows an ill wind

Fedders distributors also are buying radio this summer, using commercials produced by Hicks & Greist.

WSB-TV dominates the bigger Atlanta market

WSB-TV is biggest in Atlanta, Georgia . . . and Atlanta is bigger than ever. Confirmed 1960 census figures show *over one million* people living in the metropolitan area. And month after month more of these people watch WSB-TV. Latest ARB figures, for January through April, 1960, show WSB-TV average share of audience from 9 a.m. 'til midnight at 43.1%—and Atlanta is a 3-station market. This proved preference for one station is sustained by superior local programming, top news service, staff work of unexcelled professional quality, and 12 years of viewing loyalty. More than ever greater Atlanta is the *big market* in the booming Southeast, and your advertising belongs on WSB-TV.



WSB-TV channel 2 in Atlanta is affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edward W. Petry & Company. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton

26 ways to spell OPPORTUNITY

Each group of letters at the left presents a special opportunity to the advertiser...
to build increasing volume in a major market through the prestige and selling-power of a leading station.
In representing these stations our entire personnel and nation-wide facilities are centered on this objective: to supply advertisers and agencies with all the facts needed to take full advantage of these opportunities.

BLAIR-TV

Television's first exclusive national representative

for five months of 1960).

Chevy passed the million-production mark in June and confidently expects to reach 2 million for calendar 1960, an alltime Chevy record. The front-office executives are oozing confidence as production of 1961 Chevys and the compact Corvair approaches.

Chevy is especially air-minded. Radio-tv total about half the big Chevy ad budget.

Jack Izard, advertising director, recalled that Chevrolet was one of the first big users of radio three decades ago. With tv, it caught the visual spirit and relegated radio to a less important role. That lasted a few years but the company quickly returned to large-scale radio buying.

Current radio includes an NBC news series that was due for weekend announcement: 1,047 Keystone stations (begun last January); CBS-Bob Trout news: spot on 337 stations, nationwide. Spot radio was bought heavily starting in January after effects of the autumn steel strike had been overcome. Intensive spot coverage is scheduled for 30 days before and after introduction of new models. Some special promotion has been given the new Monza, plush version of the compact Corvair. This will increase when Monza production catches up with demand in a fortnight, according to company talk. Tv may be added for Monza at that time.

Campbell-Ewald is the Chevy agency, a longtime relationship. Its Chevy tv buying includes the NBC-TV *Dinah Shore Chevy Show*, now on 13-week vacation with a mystery series as substitute; summer participating spots on five ABC-TV programs (*The Alaskans, Adventures in Paradise, Bronco, Sugar Foot* and *Black Saddle*).

Chevy discontinues the Pat Boone Chevy Showroom on ABC-TV June 23. The autumn tv lineup includes Dinah Shore and an ABC-TV situation comedy, *My Three Sons*, due to start Sept. 29 and starring Fred McMurray and Bill Frawley. No spot tv has yet been signed for fall.

Winding up the fall tv purchases will be a CBS-TV adventure program, *Route 66*, in which Chevy has the first half-hour (Fri., 9:30-10 p.m.).

General Motors, which originated dealer co-ops in the automotive field, dropped this type of advertising in 1956. The vast dealer organization buys large amounts of local-regional radio and tv time, specializing in spots.

Mr. Izard took over the Chevy advertising job last January, succeeding the late Bill Power. This was one of the toughest spots in the industry. Mr. Power having been called the nation's best salesman and a fireball orator who inspired dealers and salesmen to extra efforts. Mr. Izard is proving effective in a quiet way, his fellow executives say, wisely deciding no one could hope to emulate the famed Power techniques. This is a sharp change of tactics but there's no letup in the traditional Chevy sales pressure, as the production-sales figures show.

Chevrolet had its lumps in introducing the compact Corvair with its drastic innovations—air-cooled motor mounted in the rear. Most of the normal new-model bugs have been corrected, Chevy people say, and now they're on fire as the flossy Monza strengthens the compact line.

Chevy is far behind Ford's compact Falcon but it makes this claim—sales of the conventional Chevy line have been maintained and a new 14% market was added with the Corvair compacts. Corvair sales are close to original predictions they would run between 15-20% of total Chevy sales, it's stated. The Corvair is getting a new four-speed automatic gearshift, the first year of compacts having shown the public is demanding the stickless transmission in compacts. Chevy is one of the larger truck producers.

Buick ■ The basic tv schedule for this General Motors division's next model year will be built around eight one-hour Bob Hope specials similar to those sponsored on NBC-TV last season. The Bob Hope series last season, however, was augmented by four 90-minute dramas on CBS-TV. McCann-Erickson is Buick agency.

Buick sponsored radio spot waves in 53 major markets last December and in April-May. More radio spots are planned when the new cars come out. Ten segments of the NBC radio *Monitor* will be used each week for 10 weeks to promote the new models. Buick, too, will have a new compact to be known as the Special, with promotion to be included in the Buick radio-tv commercials. Buick had a better year in 1960 than in 1959 and doesn't plan to let the special hurt its position in the medium-priced field. Buick dealers aren't organized, doing their local advertising on an individual basis.

Cadillac ■ This prestige car of the GM line, with MacManus, John & Adams as agency, has not been in tv. Cadillac prefers radio and is buying newscasts on ABC Radio (John Daly) and news in Detroit and Los Angeles. A five-weekly one-hour music show is sponsored on KPEN (FM) San Francisco. Cadillac is expected to continue in radio but no tv is in sight.

Pontiac ■ With introduction of the 1961 models Pontiac Div. of General Motors expects to buy a strong spot tv campaign and spot radio is being considered, following last year's pattern. A special spot radio campaign was carried last December. Pontiac sponsored the Star Parade network series last season. Possible autumn purchases will include two ABC-TV network shows

No information is being divulged, but there's speculation Pontiac will increase its advertising when the new compact Tempest is introduced this autumn. Some Detroit observers figure Pontiac, after a good model year, will not want to weaken its medium-class position in the industry but will want to superimpose the compact Tempest just as Chevrolet did with the Corvair. MacManus, John & Adams is agency for Pontiac and will also handle the new Tempest.

Ford Motor Co. — Falcon — Ford— Comet — Mercury — Lincoln ■ While Ford has a divisional structure, manufacturing is handled by Ford Division. Advertising is divided between two agencies. J. Walter Thompson Co. handles the Ford line including the Falcon compact, Thunderbird and Ford truck. Kenyon & Eckhardt is the agency for Lincoln-Mercury and institutional.

Ford is running behind Chevrolet in the low and low-medium field but plans "really significant product improvements" in the 1961 line. The compact Falcon was highly successful, taking the lead in that new field. The 218,000 Falcons produced in the first five months of 1960 compare with 449,256 Ford passenger cars. Falcon's popularity took a deep bite out of Ford sales, contrary to Chevrolet where the compact Corvair hasn't cut sales under 1959.

But Ford isn't about to let that de-

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television network shows for each day of the week June 9-15 as rated by the multi-city Arbitron Instant ratings of America Research Bureau.

Date	Program and Time	Network	Rating
Thur., June 9	Untouchables (9:30 p.m.)	ABC-TV	22.2
Fri., June 10	Cavalcade of Sports (10:30 p.m.)	NBC-TV	21.4
Sat., June 11	Gunsmoke (10 p.m.)	CBS-TV	23.4
Sun., June 12	Ed Sullivan (8 p.m.)	CBS-TV	25.1
Mon., June 13	Danny Thomas (9 p.m.)	CBS-TV	20.0
Tue., June 14	Garry Moore (10 p.m.)	CBS-TV	21.7
Wed., June 15	Wagon Train (7:30 p.m.)	NBC-TV	24.1

Copyright 1960 American Research Bureau

"CANNONBALL" delivers the ratings

1 Source: ARB March 1960

FIRST IN ITS TIME PERIOD

PHILADELPHIA
3 stations
29.5 Rating
76.0% Share

CINCINNATI
3 stations
19.2 Rating
50.4% Share

SYRACUSE
2 stations
38.1 Rating
73.8% Share

CHARLESTON, S.C.
2 stations
43.0 Rating
73.8% Share

TOPS EVERY OTHER SYNDICATED SHOW IN THE MARKET!

ITC
INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100

tail of the first compact year hurt its traditional name, taken from the famed founder of the company. The 1961 Fords will have increasing emphasis on economy, durability and value, the company hints, along with the product improvements. The Ford's overall length is expected to be cut several inches and lines will be cleaner.

If the success of Falcon surprised the industry, the quick popularity of the compact Comet (Lincoln-Mercury) had Detroit buzzing shortly after production began Feb. 15.

Ford dealers have been given cars fitting into 90% of the market. Thunderbird output totaled 41,000 units in five months, considered good for a high-priced car. Mercury output was 80,000, Lincoln 10,088. Ford truck production ran 168,000 units.

Extensive spot radio and tv campaigns are used by the aggressive Ford Dealers Advertising Fund, a national group of committees providing the money for time bought through JWT. Ford people claim it's the most active dealer group in the industry. Time purchases range from short spots to major league baseball.

Ford sponsors the *Ernie Ford Show* on NBC-TV (Thurs., 9:30-10 p.m.). Summer replacement is *Wrangler*, a taped western starting July 7. Ernie Ford will be back in late September. Ford Division, the senior line and trucks, have been promoted. *Wagon Train* is sponsored by all cars in the line (NBC-TV, Wed., 7:30-8:30 p.m.) but this summer two other sponsors are sharing the program as Ford buys one-fourth for Ford Div. and one-fourth for Lincoln-Mercury. Ford Div. will continue with half the series in the fall.

Ford sponsored 35 NBC-TV *Startime* programs, ending May 31, for Ford Div., Lincoln-Mercury and institutional.

The new Comet shared part of *Wagon Train* and *Startime*. Lincoln-Mercury division used no spot radio. Kenyon & Eckhardt's tv was headed by four appearances of Leonard Bernstein and the New York Philharmonic on NBC-TV for Ford institutional promotion. Next season a Bernstein 90-minute special is planned plus two or three other appearances, again for institutional promotion.

Ford emphasies that it has the second and third best sellers in 1960 (Ford and Falcon). It's pointed out that while Falcon cut Ford sales, the profit on compacts is good so there isn't any suffering. Ford has been rumored for months to be ready with a little four-cylinder model of Volkswagen dimensions but there's no evidence of such a model for the autumn openings.

Chrysler Corp.—Chrysler—Imperial ■ Next fall Chrysler Corp. plans to resume Fred Astaire tv specials on NBC-TV, according to R.E. Forbes, director of corporate advertising and sales promotion. Delighted with the wide public approval and awards, the Astaire specials have won, Chrysler plans several more of these elaborate productions for the new model year. Additional specials may be added when new models come out in the autumn.

Radio was used extensively last winter in the top 50 markets to exploit quickly the results of the Mobilgas economy run, which produced awards for all Chrysler Corp. cars. Leo Burnett Co. handles corporation institutional advertising.

Young & Rubicam places Chrysler and Imperial cars. No tv is in the works for new models; radio has been used to launch new lines in the past. Chrysler-Imperial took part in a special award show March 25 when it won a *Tv Guide* award. Three years ago Chrysler-Imperial cars were supported by tv but the division feels it outgrew the shows. Chrysler firmly believes its fine-car line will meet a rising demand, undisturbed by economy and compact models.

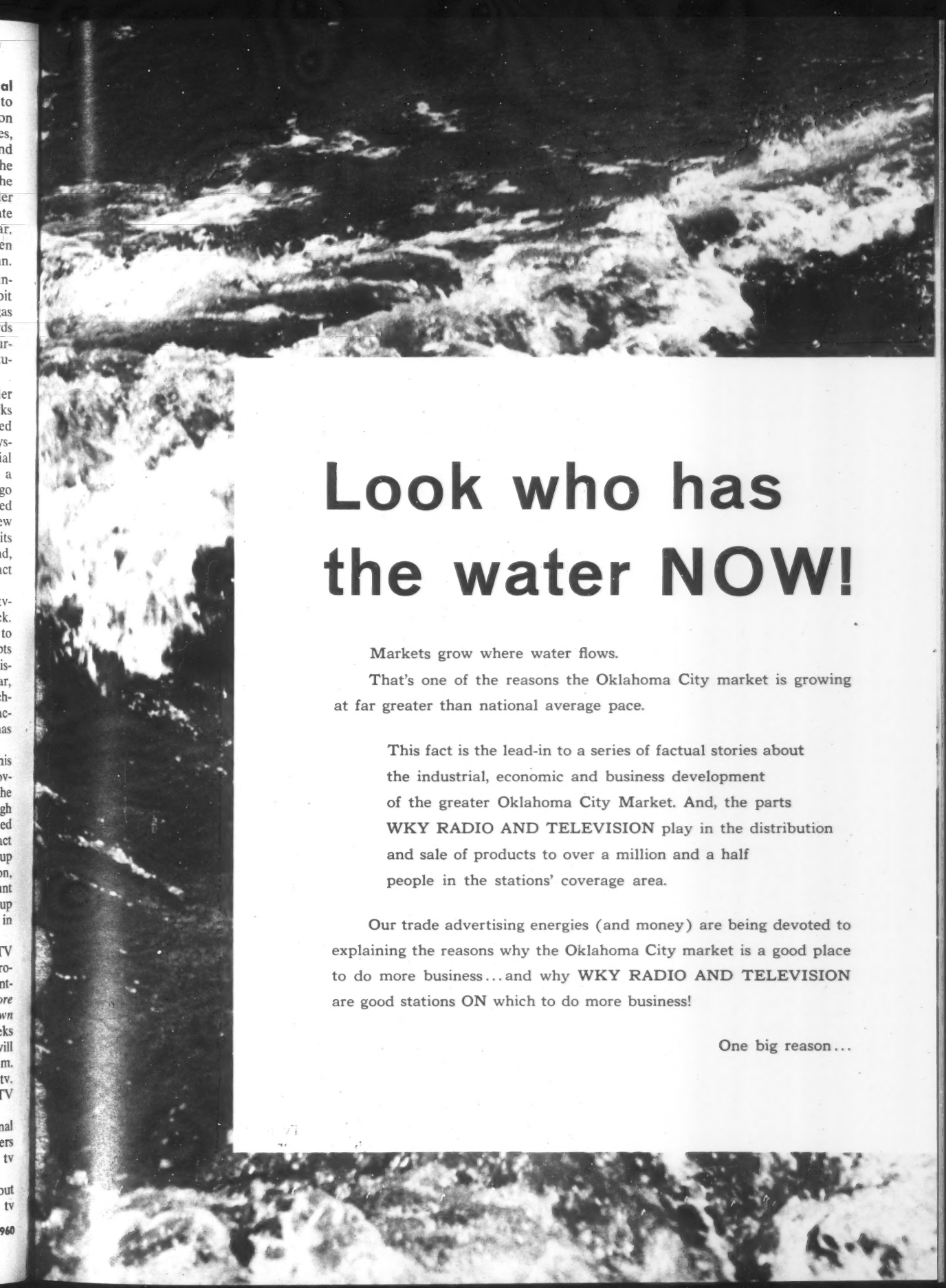
Chrysler Corp. operates a radio-tv-movie unit headed by Howard Back. This supplies promotional film clips to several hundred tv outlets and scripts to radio stations. Chrysler handles distribution for the French Simca car, owning 25% of that company. Richard Meltzer Adv. Agency has the account. A small amount of radio has been used.

Plymouth—DeSoto—Valiant ■ This reorganized unit of Chrysler Corp. covers a model spread ranging from the upper middle-class DeSoto through the lower-middle deluxe and low-priced Plymouths down to the new compact Valiant. Starting in August, the group will be handled by N.W. Ayer & Son, which had held the Plymouth account 16 years. The 18-region dealer group is described as one of the strongest in the industry.

The *Steve Allen Show* on NBC-TV was discontinued June 6. It had promoted Plymouth and Valiant. Currently the main tv buy is the *Garry Moore Show* on CBS-TV; *Diagnosis Unknown* is being substituted for eight weeks ending Sept. 20 when Mr. Moore will return alternate Tuesdays, 10-11 p.m. DeSoto has used no recent network tv. *Mr. Garlund* starts Oct. 7 on CBS-TV alternate Fridays, 9:30-10 p.m.

Film spots are supplied regional dealer groups and individual dealers though not on a co-op basis. Dealer tv and radio buying is extensive.

Nationally, the division puts about 28% of its advertising budget into tv



Look who has the water NOW!

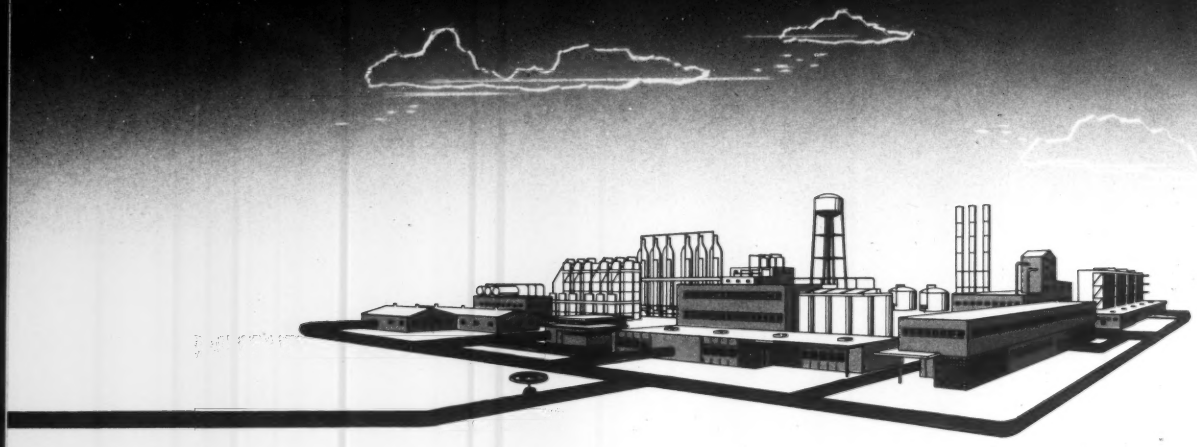
Markets grow where water flows.

That's one of the reasons the Oklahoma City market is growing at far greater than national average pace.

This fact is the lead-in to a series of factual stories about the industrial, economic and business development of the greater Oklahoma City Market. And, the parts WKY RADIO AND TELEVISION play in the distribution and sale of products to over a million and a half people in the stations' coverage area.

Our trade advertising energies (and money) are being devoted to explaining the reasons why the Oklahoma City market is a good place to do more business... and why WKY RADIO AND TELEVISION are good stations ON which to do more business!

One big reason...



water

...to Quench the Thirst of Economic Expansion

Strange that water, the freest and most inevitable natural resource, is the most quixotic... and important. It falls on the rich and poor alike. But the rich *markets* are those which cherish every drop and are able to bank it against the future.

This Oklahoma City has done. A fact that prompted one of the nation's leading financiers* to say recently, "... in the long run, your most important asset is water. Water is the critical resource in most of the country."

*Name on request.

FACTS:

Oklahoma City now has two city-owned reservoirs. These will soon be augmented by a third reservoir which will add an additional 125,000 acre feet of water to the city's present reservoir system.

Oklahoma City now uses an average of 40 million gallons of water per day, far less than the present maximum available gallonage. With the new reservoir the city can, as the population and industrial requirements increase, use an average of 110 million gallons per day, well below the new maximum available supply.

Furthermore this new reservoir is just a part of the new multi-million gallon southeastern Oklahoma system now in the planning and development stage.

This means plenty of water for the current industrial expansion. More industries... more people to buy the products you have to sell.

It's happening now. And WKY RADIO AND TELEVISION in its established role as "Prime Communicator" tells the story of your products to the people enriched by the result of natural resources harnessed for growth.

Some of the reasons we do this so effectively are explained on Page 4.

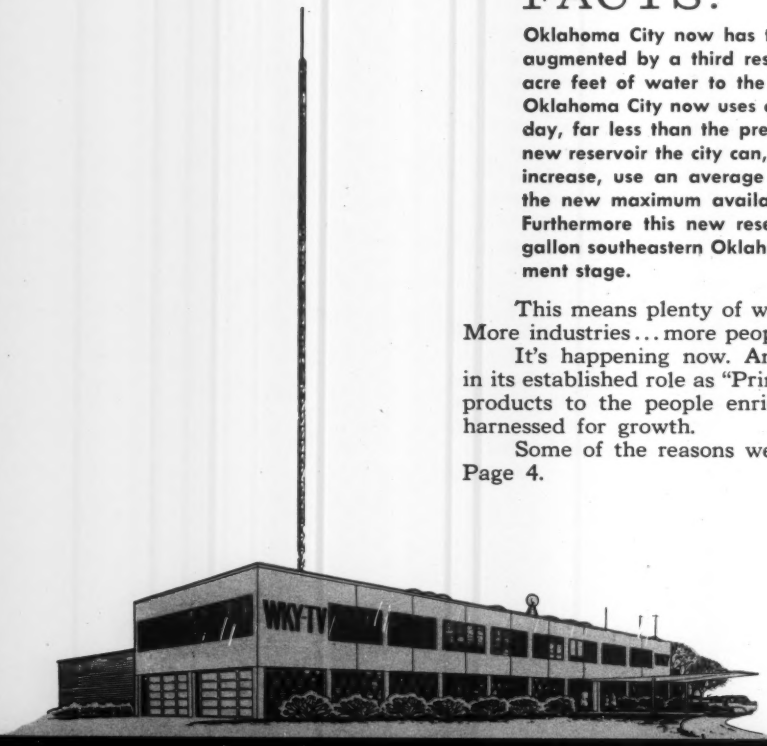
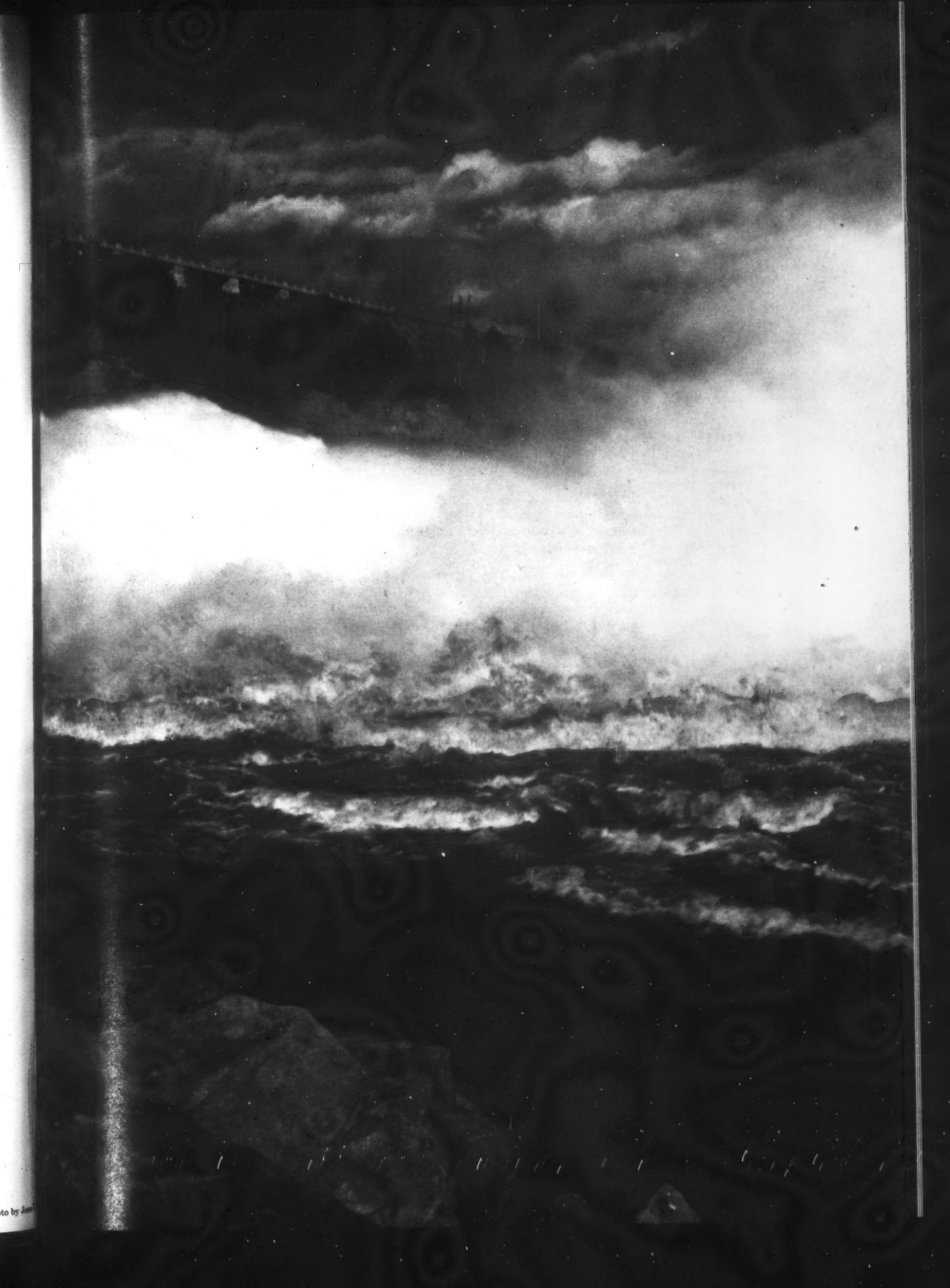


Photo by Jam



Unnatural Resources . . .
Developed with a Purpose
FOR WKY RADIO AND TELEVISION ADVERTISERS!

It is natural for a broadcaster to attract the people in a market with good programming.

It is *UN*natural for that audience to feel toward the broadcaster something more like *love* than the usual concept of audience loyalty.

Maybe it's the *imagination* in public service affairs that does such things as establish a state-wide Eye Bank overnight.

Maybe it's the *excellence* of local programming, typified by such things as our weather shows being the only ones in the state with the American Meteorological Society Seal of Approval.

Or maybe it's the fact that **WKY RADIO AND TELEVISION** were the **FIRST** radio and television stations in Oklahoma, and haven't settled for anything less than first in 40 years.

We really don't know exactly what one thing it is... so we're jealously guarding it by being vigilant and hard-to-follow in all things! It results in greater power per commercial.

Good Stations on which to do More Business!

WKY RADIO AND TELEVISION

OKLAHOMA CITY

The WKY Television System, Inc.
WTVT, Tampa–St. Petersburg, Fla.
Represented by The Katz Agency

and 7% into radio. A spot radio campaign broke in mid-June, with 10-second spots in over 100 markets to promote 1960 models. More radio is being considered for the introduction of 1961 models. Early this year radio was used for an economy-test promotion in which a jar of gas was hitched to the side of the test car for consumer driving. Valiant had a later start than Chevrolet's Corvair and Ford's Falcon but 124,000 Valiants were turned out in the first five months of 1960. This compares with 127,000 Plymouths and 26,000 DeSotos. Plymouth sales, including Valiant, are 20% over 1959.

Jack Minor, marketing director of the PDV division, is drawing up plans for the windup of the model year and the new 1961 cars under complete Ayer servicing. BBDO had handled DeSoto and Valiant but it now moves to Dodge where it will service the entire Dodge Car & Truck Division.

Dodge — Dart — Lancer ■ Dodge recently emerged from an agency overhaul, dropping Grant Adv. in the early spring to pick up BBDO when that agency became available through the Plymouth-DeSoto-Valiant reorganization and Ayer's assumption of the entire PDV account. Ayer had handled DeSoto and Valiant. Wendell D. Moore, director of advertising-sales promotion for Dodge is holding conferences with BBDO for advertising billings to be placed in August as the 1960 model year ends.

Just the other day, June 18, Dodge celebrated the fifth anniversary of 52-week-a-year broadcasting by the high-rated Lawrence Welk on ABC-TV, Sat., 9-10 p.m. Dodge is in a celebrating year, with its predicted output of 340,000 Dodges during the model year described by Mr. Moore as its best.

Starting July 1, Welk will be sponsored every other week. Block Drug, Prestone and Burlington Mills will take the relinquished time, but in the autumn J. B. Williams becomes co-sponsor with Dodge on alternate weeks. Some new tv programming is in the works.

Dodge's advertising approach is changing as its product takes on a new look. Of the 191,000 passenger cars produced by Dodge in the first five months of 1960, over 85% were the new economy Dart series, paralleling Plymouth. Four-fifths of the advertising budget was directed to the Dart.

Dodge is expected to get Chrysler Corp's second compact, the Lancer, due for introduction this autumn, giving it a model range about similar to the PDV line. As in PDV, Dodge dealers and the 35 dealer associations have a lot of autonomy in placing local and regional radio and tv. BBDO is lining up dealer accounts.

Around Dodge it's conceded the demand was underestimated for the final months of the 1960 models, known as the build-out period. Another 30,000 of the 1960 models could be sold, some executives believe, but it's too late to get materials and arrange production.

Dodge has long been described as the most tv-minded outfit in the industry, based on percentage of advertising budget. The summer tv is down somewhat. Autumn planning awaits corporation budget decisions. There's belief Dodge may have in mind programs that will reach younger adults because of the emphasis on the economy Dart and the compact Lancer at the bottom of the line.

Grant still handles the Chrysler Airtemp air-conditioner line along with Chrysler International and Canadian passenger cars. Ross Roy, which had Dodge trucks, continues with point-of-sale and Canadian Chrysler.

Trucks are important in the Dodge line, with 35,000 produced in the first five months of 1960.

American Motor Corp. — Rambler ■ Rambler, having its biggest year, expects the trend to continue into the 1961 models. "They imitated us," President George Romney likes to say as he watches the Big Three's compacts. Rambler hopes to sell 500,000 cars, which would be a gain of around 35%. Mr. Romney thinks the Big Three compacts have been Rambler's best friend. He predicts half of all cars sold by the end of 1961 will be compacts and three out of four by the end of 1963. One out of every 12 cars sold in the U.S. is a Rambler, which American says is the original compact success story.

The Rambler American, Rambler 6 and Rambler V8 are all in the compact and small-car group. Substantial changes are due this autumn in the Rambler American.

Rambler has been sponsoring news on NBC Radio's *Monitor* for five years. It is expected to use heavy radio at new model time. It was a co-sponsor of the NBC-TV *Journey to Understanding* series up to the recent Summit failure and bought a lot of tv spots. Films, slides and radio commercials are provided dealers; dealer groups in 28 markets buy radio and tv separately. Rambler agency is Geyer, Morey Madden & Ballard. Next year's total ad budget is expected to exceed that of 1960, which may run $10 million or more.

Studebaker-Packard Corp. Lark — Hawk ■ With production 8% ahead of last year, SP is drawing plans for radio-tv during 1961 model year. Broadcast schedules will promote its small Lark and luxury Hawk. Lark will be sharply upgraded in appearance and performance in 1961 line. D'Arcy Adv. is placing the account. Radio spots were used from January to May at all dealer points. More are anticipated at new model time. Other radio included CBS weekend jazz series. Tv spots are placed on NBC-TV *Jack Paar Show* and will continue in the autumn. Tv includes spots and five-zone schedule of syndicated programs sponsored by dealers.

Kenyon & Eckhardt's supermarket ■ Unlike most conventional agencies which visit supermarkets for marketing ideas, Kenyon & Eckhardt, N.Y., has built its own—and is finding it very successful. The supermarket, which operates in conjunction with the agency's test kitchen, is used to evaluate point of purchase ideas, materials and comparison in package design as well as a tv camera background for K&E's numerous food accounts. Here, agency officials study a display. They are (l to r): Prudence Dorn, women's service director; Stephens Dietz, group vice president in charge of marketing services; Robert Burton, senior vice president.

MORE MOVIE AUDIENCE THAN ANY OTHER STATION!

WJW TV CLEVELAND

the **STORER** *station backed by 33 years of responsible broadcasting*

CALL KATZ

M-E'S RESEARCH LABORATORY

Will create, develop and study new ideas

A creative unit that will serve as McCann-Erickson's counterpart of industry's "research and development laboratory" has been formed by the agency.

Its purpose as well as the principals and headquarters were introduced to newsmen at a luncheon Friday (June 17) at the Dorset Hotel on West 54th St. in New York.

The name of the "organization" is John Tinker & Partners, an experimental laboratory for creating and developing new ideas in communications. It is "staffed" by Senior Vice President John Tinker Jr. (prominent also as an author and book illustrator to add to his creative accomplishments at the agency), and vice presidents Donald G. Calhoun (creative work in tv, radio, print and posters), Myron C. McDonald (creative man and formerly account supervisor on Buick in Detroit for the agency) and Dr. Herta Herzog (her degree is in psychology and she moved up in various research posts after a start in 1948 as manager of radio research).

Partners ■ At John Tinker & Partners, there will be no titles, each of the executives becoming a partner. The objective: To study new techniques of communications and find new ways to reach people.

The advantages of this operation are placed in four categories by the agency: (1) Freed from daily pressures and administrative duties, efforts will be channeled toward long-range planning and handling of one problem at a time for the client. (2) The closely-knit operation, away from the mainstream of Madison Ave., can work more effectively on clients' confidential projects. (3) The unit can seek new communications' techniques; for example, a new color tv development should be known and understood by this group which will have explored its applications to communications, and the executives will be anticipating such matters as world-wide tv and improvements in newspaper color advertising. (4) The group will operate in an area of "pure" invention, including new ideas in advertising and marketing, new ways to use media and methods for appeal to people's interests and emotions.

McCann-Erickson, the world's second largest agency in billings, furnished the Dorset suite especially for the creative team. Much of the art work appearing on the walls are ultra-modern and progressive, and of course not to everyone's taste or liking. As Mr. Tinker has expressed it:

A New World ■ "You cannot progress if you surround yourself with only

Creative Nest ■ The Dorset (hotel in New York) suite where John Tinker & Partners can cogitate as a McCann-Erickson creative force. It's suitably designed with murals on the wall to stimulate the creative process. L to r: Don Calhoun, Jack Tinker and Myron McDonald. Dr. Herta Herzog (lower right) was in Germany when above picture was taken.

what is your opportunity in

FM

radio today?

If you attended the NAB convention in Chicago, you saw the tremendous interest and excitement that FM radio created. The interest was so intense it caused *Broadcasting* to headline a feature, "FM To Rival AM Within a Decade."

How can you take advantage of FM radio's great opportunity? How can FM radio itself become a profitable operation for you? The answers are almost obvious:

1. Through better programming
2. More efficient operation
3. Better market research
4. Better industry and audience promotion

Today, International Good Music's HERITAGE STATIONS offer a plan to answer these problems. IGM has invested close to a million dollars during the past 18 months — both in major market FM station ownership and in FM program development. Right now, IGM is ready and able to deliver to you, exclusive in your market:

1. A complete automated FM operation 2. 18 hours a day of taped HERITAGE MUSIC 3. Programming by Alfred Wallenstein 4. The first complete Politz Research Reports on the FM market in the history of the industry 5. Complete promotional plans 6. An opportunity to participate in your area in the HERITAGE MUSIC SCHOLARSHIP each year

For complete information on the HERITAGE STATIONS story, on automated program service,—18 hours daily of flawless music and commentary—write, wire or phone:

INTERNATIONAL GOOD MUSIC, INC.

1151 Ellis Street, Bellingham, Washington, REgent 3-4567

As of the date of this ad, these HERITAGE STATION markets are committed: Atlanta, Baltimore, Boston, Buffalo, Chicago, Cincinnati, Denver, Houston, Indianapolis, Los Angeles, Miami, Minneapolis-St. Paul, Portland, San Bernardino-Riverside, and Seattle. If your market is not listed herein, there may be an opportunity for you.

those things you like. You must surround yourself with things you have to stretch for." On one wall, there's a luncheon menu from Rosana's, well-known London restaurant. Space a bit away from this is a dinner menu from fashionable "21" in New York. Between the two is a ticket stub of a London-New York jet flight. This is one of several "reminders" which point up the shape of the new world.

The new creative unit follows several reorganizational moves at McCann-Erickson begun last January when McCann-Erickson Adv. (USA) was set up by President-Chairman Marion Harper Jr. as a "pure advertising agency. Three other line divisions are: McCann-Marschalk Co., operating on traditional agency patterns, Communications Affiliates Inc. (includes research, sales promotion and public relations services), and McCann-Erickson Corp. (International). Service divisions include M-E Productions Inc. (tv and radio programming) and the Advanced Projects Div. of which Matthew J. Culligan, former NBC Radio chief, is the head.

Firestone buys weekly 'Eyewitness' series

Another "Doerfer Plan" public affairs program has found a sponsor.

Firestone Tire & Rubber Co., Akron, Ohio, has signed a 52-week contract with CBS-TV for *Eyewitness to History*. The new series will be presented Fridays, 10:30-11 p.m., starting Sept. 30. The buy represents more than $5 million in time and talent.

The advertiser, since the demise of its *Voice of Firestone* network program, has been a frequent sponsor of *Eyewitness* specials covering top international news events, but on a pre-emption basis. Initially CBS-TV had projected plans for a news-in-depth format in the Friday night slot. This will be retained in the Firestone sponsorship, the new series reporting important and current news events in depth. Les Midgley has been named executive producer.

Campbell-Ewald, Detroit, which represented Firestone in *Eyewitness* purchases of the past, also handled this buy.

Under the "Doerfer Plan," the tv networks agreed with former FCC Chairman John C. Doerfer, to present an hour each week of public service programming in prime time. CBS-TV's other program under the plan is *Face the Nation* on Mondays.

ABC-TV recently announced partial sale of its Churchill series to Bell & Howell. Its other "Doerfer" entry—*Expedition* is to be sponsored by Ralston Purina. NBC-TV revised its plans last week (also see page 110).

THE RADIO BUYERS
Pepsi-Cola hits the top Nielsen spot again

In the radio "home broadcasts" category, Pepsi-Cola held on to its top ranking during the four weeks ending May 8, according to the Nielsen Radio Index of network's leading advertisers. The soft drink broke into the number one spot in February (BROADCASTING, April 18). The latest top 20 list in terms of radio commercial minutes is led by Renault Inc., forcing previous leader, Pharmaco Inc., into third place.

Electric Autolite Inc., which was not represented in either top 20 list two months ago, soared into second place in both columns. Whitehall-American Home Products, ranked second in commercial minutes last time out, is absent from the Nielsen listings this time.

The complete Top 20 from the National Nielsen Radio Index:

HOME BROADCASTS

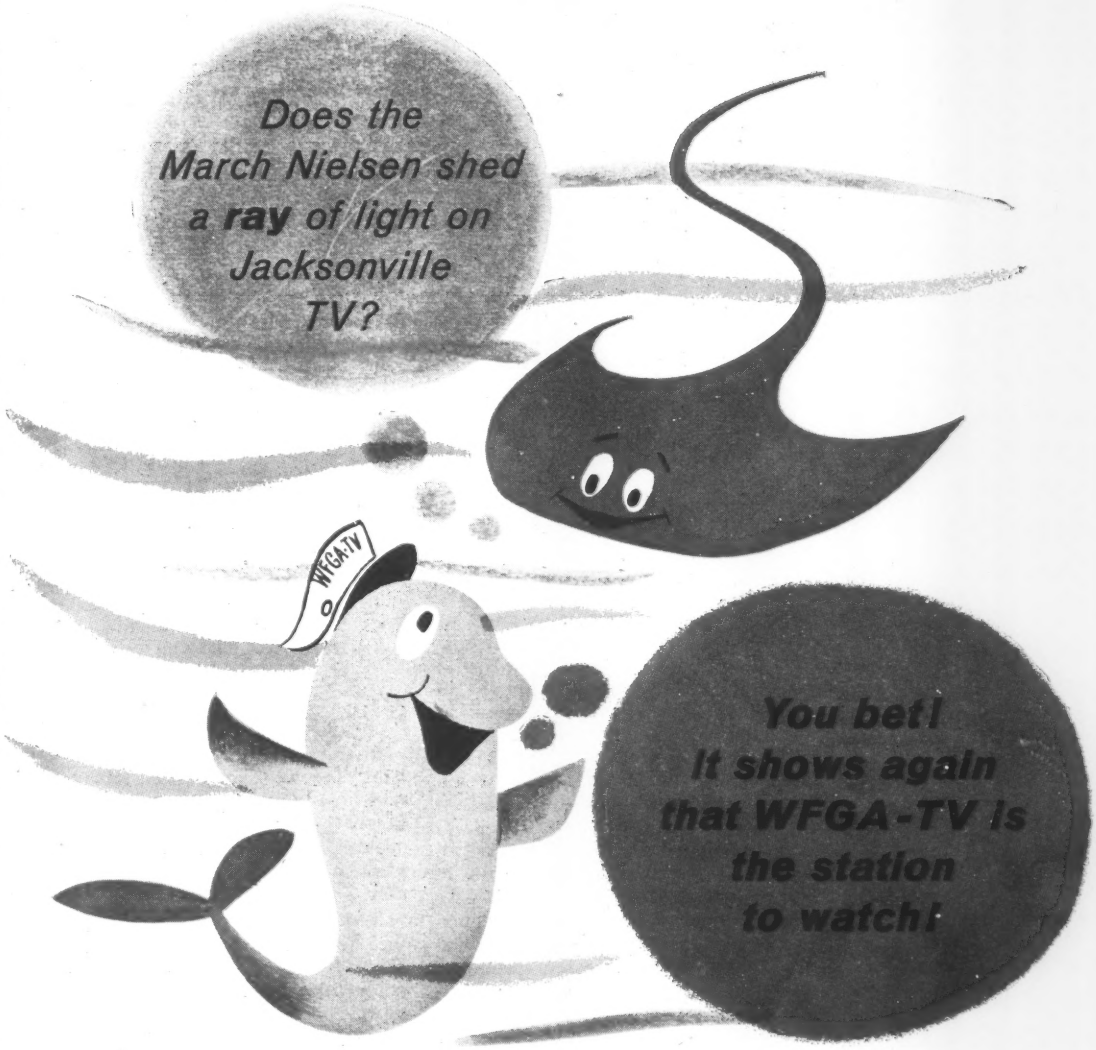
Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1.	Pepsi-Cola Co.	387	163,030
2.	Electric Autolite Co.	170	117,004
3.	Renault, Inc.	170	116,899
4.	Reynolds, R. J., Tobacco	299	112,989
5.	Pharmaco, Inc.	365	98,994
6.	Automotive-Amer. Motors	148	64,196
7.	Ex-Lax, Inc.	148	63,044
8.	Time, Inc.	98	58,209
9.	Kellogg Co.	80	54,642
10.	General Mills, Inc.	132	52,759
11.	Wagner Electric Corp.	81	48,613
12.	Curtis Publishing Co.	75	41,934
13.	Sylvania Electric Prod.	60	39,068
14.	Sunsweet Growers Inc.	51	35,754
15.	Staley, A. E., Mfg. Co.	39	30,907
16.	Grove Div.-Bristol-Myers	40	30,808
17.	Sterling Drug Inc.	83	28,482
18.	General Insurance Co.	52	27,546
19.	Liggett & Myers Tobacco	111	26,554
20.	Chevrolet-Gen. Motors	47	26,112

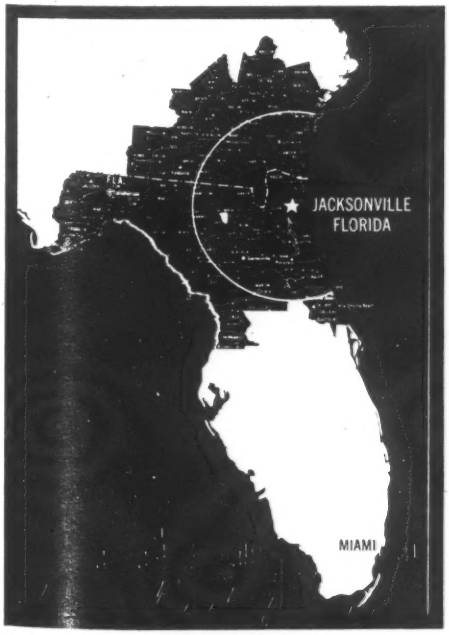
COMMERCIAL MINUTES

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1.	Renault, Inc.	128	82,752
2.	Electric Autolite Co.	127	81,849
3.	Pharmaco, Inc.	286	73,287
4.	Pepsi-Cola Co.	157	69,017
5.	Reynolds, R. J., Tobacco	193	64,784
6.	Wrigley, Wm. Jr., Co.	92	47,133
7.	General Mills, Inc.	118	47,041
8.	Curtis Publishing Co.	83	45,786
9.	Time, Inc.	82	43,482
10.	Ex-Lax, Inc.	90	37,933
11.	Sylvania Electric Prod.	55	34,904
12.	Wagner Electric Corp.	62	34,332
13.	Chevrolet-Gen. Motors	64	34,129
14.	Oldsmobile-Gen. Motors	43	33,913
15.	Sterling Drug Inc.	101	33,602
16.	Automotive-Amer. Motors	74	32,175
17.	Kellogg Co.	55	31,836
18.	Staley, A.E., Mfg. Co.	39	28,930
19.	Sunsweet Growers Inc.	39	25,255
20.	General Foods Corp.	38	25,042

Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Copyright 1960—A. C. Nielsen Company


Does the March Nielsen shed a ray of light on Jacksonville TV?
WFGA-TV
You bet! It shows again that WFGA-TV is the station to watch!



The March Nielsen for Jacksonville—as in past books—shows WFGA-TV ratings going up, up, up! WFGA-TV now delivers a 49% metro share-of-audience 9:00 a.m. to midnight Sunday thru Saturday.

See your PGW Colonel for complete details and discover that WFGA-TV is the station to watch in Jacksonville.

WFGA-TV

JACKSONVILLE abc NBC

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

IN 4 STATION DETROIT
36
FIRSTS
5 SECONDS – 1 THIRD, out of 42 QUARTER-HOURS
7:30 AM TO 6 PM
NEILSEN APR. 1960

FIRST
OVERALL SIGN-ON TO SIGN-OFF
FIRST
IN FIVE OF SIX 3-HOUR CATEGORIES
6 AM TO MIDNIGHT

DETROIT
11 YEARS OF LEADERSHIP IN THE NATION'S 5th MARKET
WJBK-TV

the **STORER** *station backed by 33 years of responsible broadcasting* **CALL KATZ**

REGIMEN 'FALSE ADVERTISING'

N.Y. grand jury indicts sponsor, agency

Tv advertiser Regimen (reducing pills) was indicted in New York last week.

The charges were made against John Andre, president of Drug Research Corp., New York; the company itself; lab clinic, and the agency, Kastor, Hilton, Chesley, Clifford & Atherton: conspiracy and false and misleading advertising. All pleaded not guilty.

New York District Attorney Frank S. Hogan had started his probe of Regimen nearly a year ago. Last November the books, records and kinescopes of tv commercials from both the Drug Research and the agency were seized (BROADCASTING, Nov. 16, 1959).

The grand jury's information against the defendants contained 134 counts, all misdemeanors. One count charged conspiracy; each of the others cited instances of alleged fraudulent advertising. The tv commercials referred to in the indictment appeared generally in 1958-59, most in 1959. Specifically: 57 counts related to commercial appearances on ch. 4 (NBC in New York), 18 of which were live commercials on the *Today* show; 18 counts related to ch. 7 (ABC in New York), both on *American Bandstand* and in spots; 16 counts on ch. 2 apperances (CBS in New York) on *Keep Talking*.

In announcing the indictment, Mr. Hogan disclosed that his office also had two other Drug Research products, Man-Tan and Positan, under investigation. These products are skin coloring lotions; Positan a new product being introduced via Wonder Drug Co., a subsidiary of Drug Research Corp. It started in tv on the West Coast and in the South in mid-March and has since expanded (BROADCASTING, June 13).

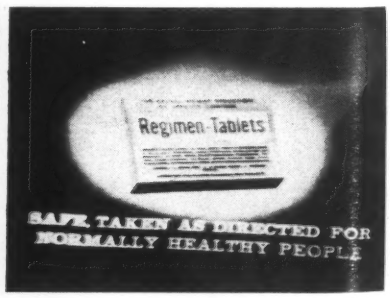
Allegations ■ Mr. Hogan charged that persons shown in the Regimen commercials as having lost weight actually did so, but were performers who went on crash diets and he claimed that the loss of poundage over a period of weeks was not attributable to consumption of Regimen pills. Mr. Andre and the companies indicted were accused of conspiring to publish (or air) untrue, deceptive and misleading advertisements because they falsely represented Regimen users as losing weight without dieting.

Also criticized were clinical tests cited in the advertising, tests which Mr. Hogan said were "a hit and miss method . . . fraudulent and fictitious and scientifically worthless." The laboratory named: New Drug Institute Labs Inc., New York. Mr. Andre and representatives of the companies pleaded not guilty at an arraignment in special sessions court (Manhattan). Mr. Andre was paroled for trial Oct. 10.

New BAR division

Broadcast Advertisers Reports, New York, last week announced the formation of a new custom services division to provide special monitoring data to clients. Richard F. Kennedy, vice president, custom services, heads the new unit.

BAR said the decision to establish the new division stemmed from increased agency interest in obtaining competitive television activity in detail, especially test marketing information. A spokesman said the new unit will provide various types of reports, ranging from verbatim transcripts of radio and tv commercials and audio recording of programs to complete audits of spot schedules. He noted that the client also receives automatic notification of any copy changes his competitors may make in their spot announcements.



Bill pushing ■ Two frames from Regimen's tv commercial which cited clinical tests (1) and suggested the reducing pills be taken as directed on the box (r). The frames shown were taken from reports of U.S. Tele-service, New York, a monitoring-checking firm. The grand jury indictment specified Regimen commercials as appearing on all three tv network channels in New York.

THIS IS

DOM!NANCE

WIL ST. LOUIS

!!!!!!!

! WIL has the highest share of the big St. Louis audience. More than the next two independents combined.

! WIL has nearly twice as much audience as both network stations combined. (83%).

! WIL has 32% more audience than the number two station in St. Louis (network).

! WIL has 64% more audience than the number three station in St. Louis (independent).

! WIL is DOMINANT in ST. LOUIS.

! C. E. Hooper—**May-June, 1960**

WIL RADIO . . .
outstanding in St. Louis

THE BALABAN STATIONS

WIL	**WRIT**	**KBOX**
ST. LOUIS	MILWAUKEE	DALLAS
Sold Nationally by Robert E. Eastman & Co., Inc.		Sold Nationally by The Katz Agency

The Nation's most experienced Flagship Stations.

JOHN F. BOX, JR.,
MANAGING DIRECTOR

ON COMPATIBILITY
Does research hamper ad writer creativity?

Ogilvy, Benson & Mather, New York, still believes in its maligned Ban deodorant commercial. (Apparently Bristol-Myers does too, since the controversial Roman-statue spot has stayed on the air through a winter of criticism by the NAB to code board and others.)

David McCall, vice president and associate copy chief of the New York advertising agency, included Ban in a demonstration reel last week to further his side of a public debate over "research vs. creativity."

His opponent was G. Maxwell Ule, senior vice president of Kenyon & Eckhardt, who argued without illustration that research and creativity are not entirely compatible. No winner was declared, and indeed it could even be debated whether the two were talking about the same kind of research in a forum sponsored by the New York chapter of the American Marketing Assn. June 9.

Heretical approach ■ Mr. Ule asked advertising to quit "making do" with imperfect research tools. Ideally, he said, there should be no conflict between research and creativity, but in practice there are three "basis heresies" that hinder any agreement. The great research heresy is reliance on unreliable measures of advertising. Researchers will acknowledge that a measure is less than perfect, then go on to use it "as gospel," Mr. Ule complained.

The basic creative heresy, the KE practitioner believes, is a refusal to face the goal of productivity. Creative people develop inbred standards, based on each other's work with no reference to what the work is supposed to do. On the other hand, "when we can measure the total intellectual and emotional response to an ad, then we can bridge the gap between research and creativity," Mr. Ule said.

The third heresy he ascribed to management, both agency and advertiser. Management wants action, and under a deadline, "we become pressured into selling the advertising rather than the product." To reduce the drag of these heresies, Mr. Ule thinks management ought to spend money to prove research techniques, even tagging part of an ad budget for research to make sure the rest of the advertising is valid. The alternative: "to go on living in a never-never world."

Romans & research ■ Ban's statue commercial took its place beside several broadcast and print advertisements offered by Mr. McCall as products of faithful research "homework" the Ogilvy agency is committed to. Others on the tv reel were for Pepperidge Farms, Helena Rubinstein and Maxwell House Coffee, illustrating such research-based principles as:

"Problem-solution commercials sell more merchandise than stand-up selling."

"Start selling in the first frame instead of trying to attract attention with irrelevant lead-ins."

"Photography works better than animation."

"Above all, demonstrate."

Mr. McCall used the Maxwell House "coffee pot" spot to show the rigorous routine of research any OBM effort undergoes before any creator ever takes up a pencil. Market research defines the customer, his desires and attitudes, the brand image and product advantages for exploitation. The Maxwell House flavor-aroma theme is based on this kind of groundwork, giving tools to a writer rather than inhibiting him, Mr. McCall explained. Lastly, no Ogilvy campaign can be drawn up before the creator has followed a six-step course of additional product-client investigation, consultation and reference back to all the preliminary research, the OBM copy man said. He asked his hearers to watch the coffee pot at work and judge whether or not research inhibits creativity.

New Boston agency formed in merger

Hicks, Greist & O'Brien has been established in Boston by Hicks & Greist, New York, and Robert F. O'Brien & Co., Boston, to serve national and regional accounts.

The new Boston firm is located at 420 Boylston St., site of the O'Brien agency it succeeds. The new agency will be a service-contact office, while Hicks & Greist in New York will be headquarters for other functions. Hicks & Griest clients include Budd-Lewyt vacuum cleaners, Dixie Cup, V. LaRosa & Sons, Metropolitan Broadcasting Corp., Fedders Corp., Sandura Co., and Taylor-Reed Corp. (E-Z Pop popcorn, Cocoa Marsh, Q-T frostings, Fluff-O-Matic rice). Among O'Brien accounts are Homemaker Boston baked beans, Scuffy shoe polish and Teddie peanut butter.

BOSTON AGENCY PRINCIPALS
Mr. O'Brien (l) and Mr. Skoog

Advertising's role in economy discussed

A three-point program for education in the American system of capitalism and the role of advertising as a spark plug of our economy was urged for advertising clubs by Don Belding, former board chairman of Foote, Cone & Belding.

Speaking Tuesday (June 14) at a joint meeting of the Los Angeles Advertising Club and the Junior Ad Club of that city, Mr. Belding commented on the growing anti-advertising atmosphere at many colleges and universities. To rectify this condition, which is turning out many graduates with the idea that advertising is an economic waste, he proposed that advertising clubs:

(1) See that sound textbooks on the American economic system and its operation are in every high school library.

(2) Get advertising clubs established in every university and college.

(3) Create special honorary memberships for faculty members in business administration and journalism and see that they attend meetings, especially those dealing with the economic aspects of advertising, even if it is necessary "to pick up the luncheon tab for these instructors."

Beer buys 'Open End' for S.F. etv station

Thanks to a tv advertiser, the *Open End* series of David Susskind will be presented with "no commercials" on the non-commercial educational KQED (TV) San Francisco.

Burgermeister Brewing Corp., San Francisco, has made the grant which will add *Open End* to the noncommercial tv station's program schedule as a weekly feature, beginning June 28, when the series will be broadcast Tuesdays starting at 9 p.m. The *Open End* programs are taped at their originating station, WNTA-TV New York, for distribution to other stations around the country. Their uncurtailed interviews with prominent persons and discussions of topical subjects have won them critical acclaim and a wide audience.

In making the grant, Henry E. Picard, Burgermeister president, said: "It is a pleasure for us to join with KQED in making *Open End* available to viewers in the Bay area . . . Since there will be no commercials, let's just call it our way of saying 'thanks' to the public for its generous support of our product over the years."

BEST WAY TO EMBRACE THE NEW YORK NEGRO COMMUNITY...

"LIB" it up!

DeLIBerate a moment on the enormous Negro community in the greater Metropolitan New York area and you'll see how much good sense it makes to re-examine your radio schedule and "LIB" IT UP.

This vital community, at latest count, encompasses over 1,494,000 people with a spendable income up in the billions. And it's growing larger every day. To this alert and growing audience WLIB offers more Negro programming than all other radio stations in New York combined! More local Negro news—more national Negro news—more Negro public service as well. In turn it produces by far the greatest Negro listening audience in town.

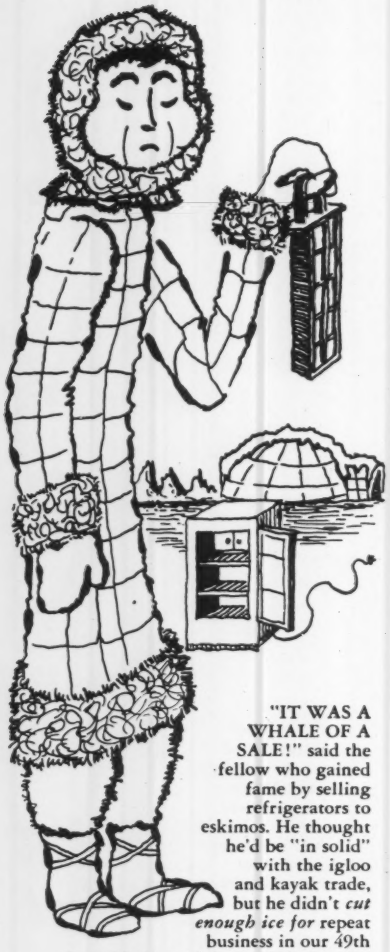
With top Negro personalities and a variety of proven merchandising aids to help sell your products, WLIB is a must buy in the greater New York market. So—if you want to embrace the Negro community—"LIB IT UP!"

HARLEM RADIO CENTER

WLIB

Hotel Theresa, 125th Street & 7th Avenue, New York 27, N. Y.

EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK



"IT WAS A WHALE OF A SALE!" said the fellow who gained fame by selling refrigerators to eskimos. He thought he'd be "in solid" with the igloo and kayak trade, but he didn't *cut enough ice for* repeat business in our 49th State. He learned that, unless the sales impact is delivered where it counts, the man who thinks in terms of steak must settle for whale blubber.

Whether you're selling refrigerators, rockets, or raisins in Kansas, KTVH delivers local programming impact where it is important. This exclusive CBS-TV affiliate for Central Kansas reaches the audiences that count, delivering The News at 6 P. M. and 10 P. M. and The Weather and Sports at 10:15 P. M. to more Central Kansas homes* than any other TV station. KTVH covers a GROWING market that is already more prosperous, more densely populated than Alaska. To sell Kansas . . . buy KTVH.

Nielsen, February, 1960

BLAIR TELEVISION ASSOCIATES
National Representatives

CBS
KTVH KANSAS
WICHITA AND HUTCHINSON

Marketing Assn. reviews advances

Benton & Bowles is moving along in refining techniques to measure the sales power of a tv commercial, the agency's Dr. Arthur H. Wilkins, director of advertising and developmental research, disclosed last week.

Dr. Wilkins described progress in BPV (brand preference value) technique at an American Marketing Assn. conference luncheon in Minneapolis.

The technique, which uses various controls and approaches, in its simplest format involves a sample of some 2,500 housewives as to brand preferences for four product categories two weeks before certain commercials for a brand in each category is aired on television. A follow-up call to the same housewives immediately after the end of the programs in which the commercials appear asks their preferences at that point and if they had tv on and if so, what programs they watched.

From this surveying (conducted by Hooper), the agency then computes its indices of preferences showing what affects, is any, on the viewer after exposure to the commercials.

Dr. Wilkins said the technique was "fairly sensitive and an economically feasible method of measuring the selling power of commercials in a variety of product categories," but that the limitations were not yet known. He offered the technique "for your serious consideration as an important technical breakthrough in advertising research."

Marketing's job is to move $328 billion of products, compared to $233 billion 10 years ago, and in the next decade it must be prepared to move $465 billion, said Marion Harper Jr., McCann - Erickson's president - board chairman and keynote speaker at the convention.

Further advances in marketing, Mr. Harper observed, would help "assure a base of prosperity which will be the environment of the humanistic man." The decade's expected prosperity should lead to a period he called "the age of humanistic man: an age devoted for the first time to releasing the potentials of the human being."

He countered critics' charges that the U.S. has fallen into "serious decadence through worship of a chromium calf and a relentless pursuit of the baubles and symbols of conspicuous consumption" by asserting prosperity and culture can advance together:

"We have no evidence to prove that poverty is a precondition of intellectual advancement . . . The great universities of the old and new world provide some of the most comfortable living with the greatest concern for aesthetics to be found anywhere." The American people, he concluded, will be more alive over the next years to "the urgencies of a national purpose."

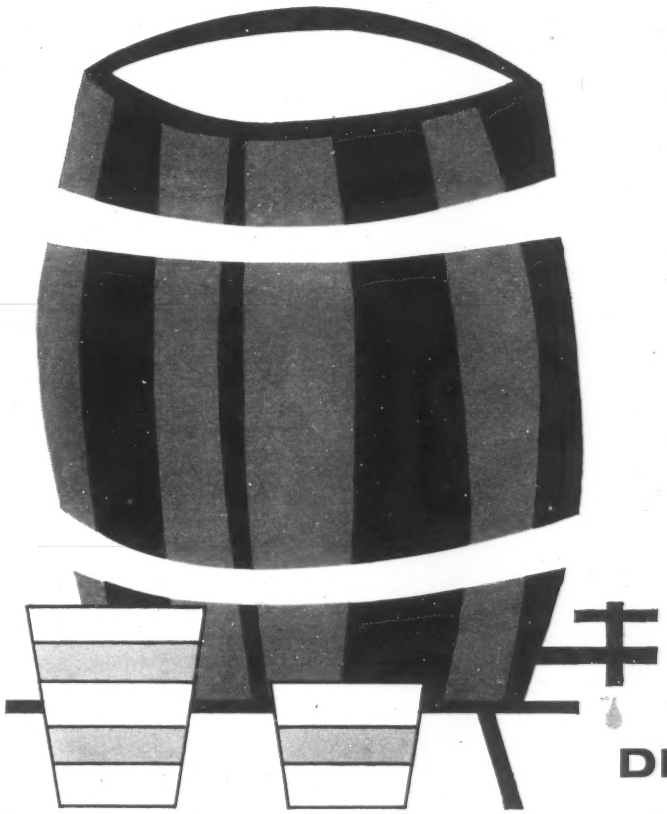
. . . Combination of ingredients in tablet form ■ Knox Massey (l) president of C. Knox Massey & Assoc., is shown presenting C.T. Council, founder and president of the "BC" Remedy Co., with the first copy of an initial 15,000 printing of the "BC" 50th Anniversary Book prepared by the agency. Mr. Council compounded the pain-relieving formula which was initially sold in 1910. The Massey agency has handled the "BC" account for the past 30 years.

Pulse to control clients' ad copy

Clients planning to use Pulse data in advertisements, news releases or other published forms must henceforth clear the copy with the rating service in advance—or else not attribute it to Pulse. This appears to be the effect of a policy being laid down by Dr. Sydney Roslow, director of The Pulse, in letters to his company's clients.

The requirement stems from two sections of the new code of the American Assn. for Public Opinion Research. One section says that AAPOR members will not make or permit research interpretations that are "inconsistent with the data available." The other says that members will "withhold the use of our name in connection with published research findings unless we have first examined and approved the material."

A key official in the drafting of the code told BROADCASTING that the advance-clearance section was intended to apply only to publication of "interpretations" of members' research data, not to simple reproductions of the data itself. Dr. Roslow, however, appears to interpret the provisions strictly.



DEMON LEMON

(Cup runneth over dept.)

Employees of WMAL-TV and affiliate WSVA-TV are on their annual picnic. Three salesmen chance together at a nearly empty, lidless lemonade barrel in which twelve cupfulls remain. There are only two containers; one holds three cups, the other five. How can an equal apportionment be made? (No fair sending them to a tavern for other measures. They may drink from either container at any time. Omit considerations of sanitation; only their enthusiasm for sponsors and spiked lemonade is contagious.)

Win big! Each correct solution gets its sender a cup of lemonade next time we see him, a copy of Dudeney's "Amusements in Mathematics," (published by Dover Publications, Inc., N. Y. C.) by return mail, and a refreshing look at Channel Seven's significant place in our significant market.

wmal-tv abc

Channel 7, Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D.C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

WANTS SATISFIED
Tv a balanced diet, IRA analysis states

Is the viewing public getting a balanced diet of television fare?

Generally, yes. Viewers are getting just about what they want, according to the Institute for Advertising Research, which has completed a qualitative analysis of consumer reactions to current tv shows. But, now that television has reached "the adolescent stage of its development," it's time to reappraise its role in "adult life," the study noted.

Results of IAR's study, one of a series involving programming and commercial attitudes, have been summarized and made available to BROADCASTING by Douglas Hink, its research director.

Somewhere in between the pros and cons on audience ratings, according to Mr. Hink, lies the real answer to what the average viewer feels. Generally IAR findings shows that numerical ratings have read accurately the public preference in tv programming, but read it only up to a point.

'Formula' Appealing ■ So-called "formula" programs or "stereotypes" are appealing because they serve as a "familiar frame for powerful human emotions," Mr. Hink claims. They did not start out being "typed" or formularized but served to describe familiar problems. The trouble with today's programs, he says, is that they are merely imitative, lacking imagination to make the important themes seem real.

Notwithstanding the critics, Mr. Hink contends, most tv programs today teach viewers about handling life's emotions and also express "the cultural pattern of our time." Rather than help form national character, tv reflects basic thought and living trends.

Networks and sponsors are not exempt from a responsibility to present ideas in an honest, fresh way, the survey contends. But any consideration of raising the level of tv taste should be conditioned by realization that certain elements of popular programs will continue to have appeal for many people, Mr. Hink says.

Use Basic Appeals ■ He recommends the (1) use of other basic appeals for new programming force and zest; (2) more imaginative use of themes, and (3) more consideration should be given to expanding program frames when subject matter warrants it.

What is needed, according to Mr. Hink, is the use of present research to discover what type programs attract particular audiences. He adds: "If it can be shown that an audience, though smaller in number, greatly influences the potential of product sales as the result of a certain program, there would be concrete reasons for keeping such a program on the air."

Advertisers can have as much influence on program inprovement as the networks, he points out, and more of them are discovering that research holds the answer to their television problems.

Concludes Mr. Hink: "Qualitative research also will foster a state of mutual respect between networks and audience that, eventually, will start television on the way to its most creative potential."

Mathematical equations in your future

Some day it may be possible to develop mathematical equations to compare the relative values of different media, but that day is 10 or 15 years away.

In time it may also be possible to find out by mathematics how a newscast, for example, compares with a spectacular as an advertising buy.

These opinions were advanced by Robert S. Weinberg, manager of market research for International Business Machines, at a news conference introducing a book, which he has written for the Assn. of National Advertisers. The 125-page volume is called *An Analytical Approach to Advertising Expenditure Strategy*.

Mr. Weinberg said the 10 or 15 years needed for the evolution of mathematical evaluation of media would be required primarily for the collection of data on which such equations might be based.

Much of his new book relies on the application of mathematical models to the advertiser's always perplexing problem of deciding how much should be spent for advertising. He said the models he developed for two specific companies proposed a decrease in advertising expenditures and that in one case an oil company cut its budget by 30% and still achieved its market objective. In the other an unidentified company reduced its budget and continued the same rate of growth it had achieved in the past.

In four other cases he said the models proposed advertising increases of five to 15%. In seven little change was proposed. And in one case the model "didn't work at all" because it dealt with a field (women's wear) where the cost of getting into the business was too variable to be predicted.

Non-members of ANA may buy copies of Mr. Weinberg's book ($5 per copy) by writing ANA, 155 East 44th St., New York 17.

■ Business briefly

Time sales

Lot'sa time ■ Scott Paper Co., through J. Walter Thompson, N.Y., has scheduled a heavy 10 day saturation radio schedule over NBC, CBS and Mutual for its Cut-Rite wax paper. The campaign will last from June 23 through July 2 and is aimed at July 4th picnickers. More than 13,138 commercials are planned during the period.

Second sale ■ General Mills, Minneapolis, becomes the second advertiser to sign for the 1960 summer Olympic games on CBS-TV (20 hours during the period of Aug. 26-Sept. 12). The purchase of one-eighth sponsorship, via Knox Reeves Inc., follows P. Lorillard Co.'s one-quarter buy.

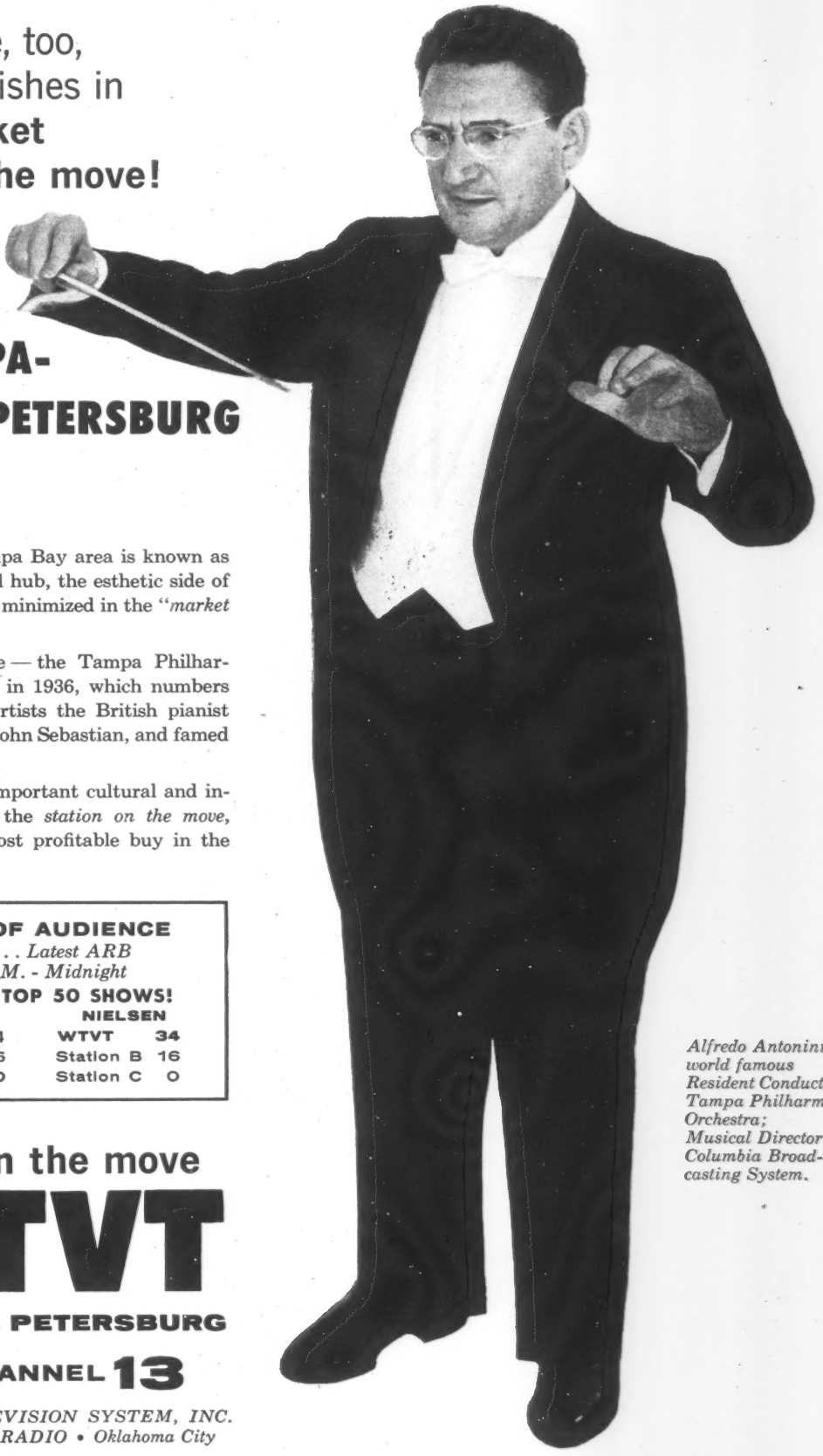
Cola battle ■ Pepsi-Cola Co. with nine metropolitan New York bottling firms participating last week opened an eight-week campaign to promote a 25th anniversary of Pepsi's 12-ounce bottle size. The New York campaign broke as Coca-Cola Bottling Co. of N.Y. was prepared June 27 to launch a $100,000 weekly advertising campaign to introduce its 12-ounce bottle size in New York (BROADCASTING, June 6). Coca-Cola planned to devote two-thirds of its budget to radio-tv. Philip B. Hinerfeld, Pepsi's advertising vice president, said radio-tv would get a "fair share" but that it was not possible to determine the budgets of each of the participating bottlers. Coca-Cola's agency: McCann-Marschalk, N.Y.; Pepsi's: BBDO, N.Y.

Wax account ■ Butcher Polish Co., Boston, maker of Butcher's Boston polish wax, Green Strip self-polishing wax and White Diamond polish, moves today (June 20) from N.W. Ayer & Son to Richard K. Manoff Inc., N.Y. The $100,000 account, which has been broadcast shy in past, may go in that direction if it follows increased broadcast interest of other Manoff accounts. Agency spokesman said Friday that "exciting new things" are in planning stages and will be announced shortly.

Mated ■ Lever Bros. Co. (J. Walter Thompson), Kimberly-Clark Corp. (Foote, Cone & Belding) and Brown & Williamson (Ted Bates) will sponsor CBS-TV's new fall suspense series, *Checkmate* (Sat. 8:30-9:30 p.m. EDT). Created by Eric Ambler, the series

Culture, too, flourishes in the **market on the move!**

TAMPA-ST. PETERSBURG



Although the Tampa Bay area is known as Florida's industrial hub, the esthetic side of life is by no means minimized in the "*market on the move.*"

A typical example — the Tampa Philharmonic, established in 1936, which numbers among its guest artists the British pianist Moura Lympani, John Sebastian, and famed tenor Jan Pierce.

Dominating this important cultural and industrial center is the *station on the move,* WTVT — your most profitable buy in the entire Southeast!

SHARE OF AUDIENCE
44.3% . . . Latest ARB
9:00 A.M. - Midnight

CHECK THE TOP 50 SHOWS!

ARB		NIELSEN	
WTVT	34	WTVT	34
Station B	16	Station B	16
Station C	0	Station C	0

Alfredo Antonini, world famous Resident Conductor of Tampa Philharmonic Orchestra; Musical Director of Columbia Broadcasting System.

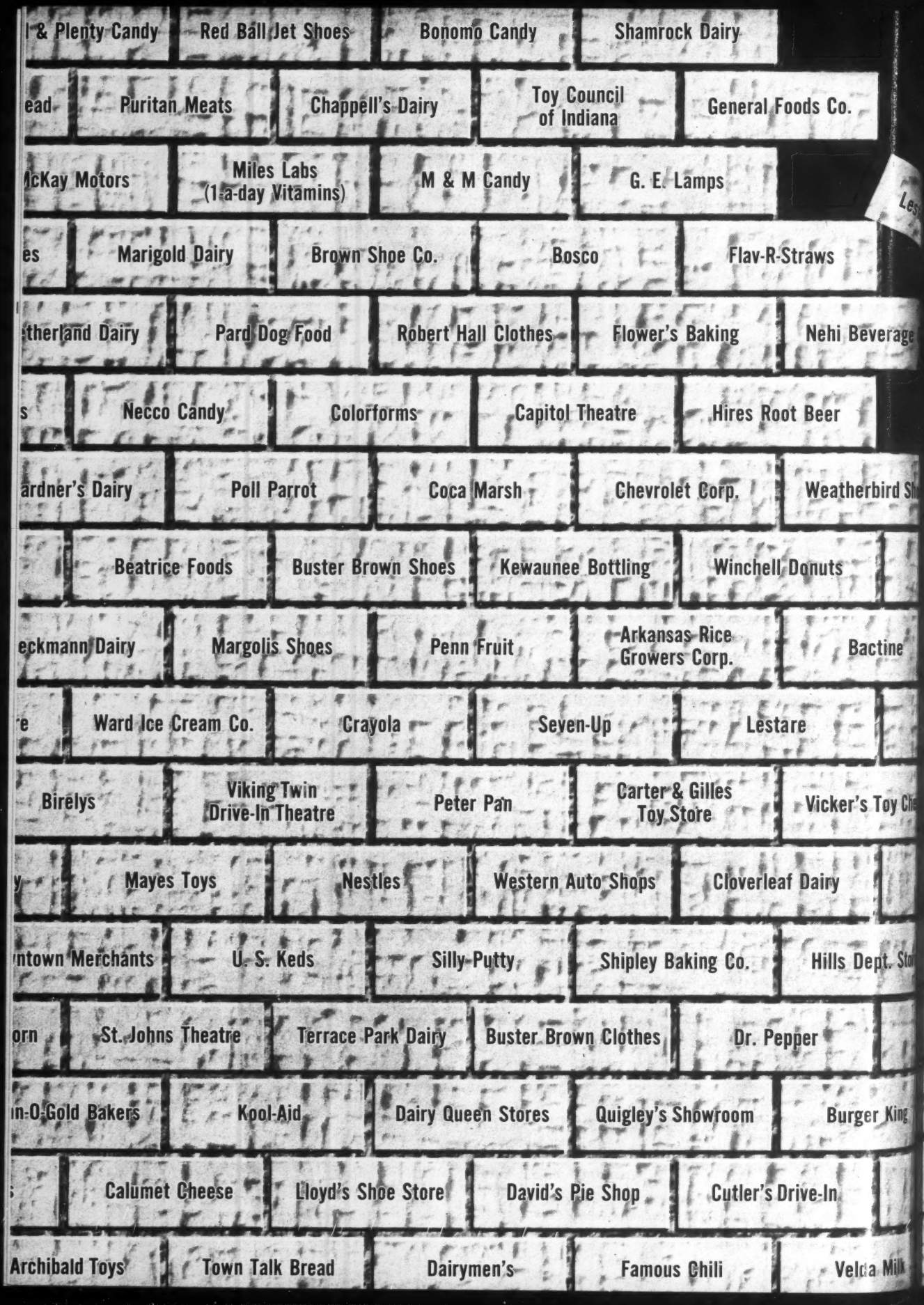
Station on the move

WTVT

TAMPA-ST. PETERSBURG

CBS **CHANNEL 13**

THE WKY TELEVISION SYSTEM, INC.
WKY-TV/WKY-RADIO • Oklahoma City


& Plenty Candy
Red Ball Jet Shoes
Bonomo Candy
Shamrock Dairy
ead
Puritan Meats
Chappell's Dairy
Toy Council of Indiana
General Foods Co.
cKay Motors
Miles Labs (1-a-day Vitamins)
M & M Candy
G. E. Lamps
es
Marigold Dairy
Brown Shoe Co.
Bosco
Flav-R-Straws
therland Dairy
Pard Dog Food
Robert Hall Clothes
Flower's Baking
Nehi Beverage
s
Necco Candy
Colorforms
Capitol Theatre
Hires Root Beer
ardner's Dairy
Poll Parrot
Coca Marsh
Chevrolet Corp.
Weatherbird Sh
Beatrice Foods
Buster Brown Shoes
Kewaunee Bottling
Winchell Donuts
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Margolis Shoes
Penn Fruit
Arkansas Rice Growers Corp.
Bactine
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Ward Ice Cream Co.
Crayola
Seven-Up
Lestare
Birelys
Viking Twin Drive-In Theatre
Peter Pan
Carter & Gilles Toy Store
Vicker's Toy Ch
Mayes Toys
Nestles
Western Auto Shops
Cloverleaf Dairy
ntown Merchants
U. S. Keds
Silly-Putty
Shipley Baking Co.
Hills Dept. Sto
orn
St. Johns Theatre
Terrace Park Dairy
Buster Brown Clothes
Dr. Pepper
n-O-Gold Bakers
Kool-Aid
Dairy Queen Stores
Quigley's Showroom
Burger King
Calumet Cheese
Lloyd's Shoe Store
David's Pie Shop
Cutler's Drive-In
Archibald Toys
Town Talk Bread
Dairymen's
Famous Chili
Velda Milk

HOW TO BUILD SPONSORSHIP

Simple. Program the series all these local and national advertisers currently sponsor. In almost every category of product and service, you can add sponsors like these to your client list with Popeye and Warner Bros. cartoons.

Get details today.

u.a.a. United Artists Associated, Inc.

NEW YORK
247 Park Avenue, MUrray Hill 7-7800

CHICAGO
75 East Wacker Dr., DEarborn 2-2030

DALLAS
1511 Bryan Street, Riverside 7-8553

LOS ANGELES
400 S. Beverly Dr., CRestview 6-5886

Ward Baking C
Cal-Ray Cookies
Jen
Jiffy Peanut But
R. C. Cola
Broughton's Dairy
Was
Junior Bootery
Ovaltine
Hood Rubber Co.
Lipton Soups
To
Charlotte Colise
Welch's
Martin Centur
Dairy
Buitoni
Sunny Boy
So
Polly Parrot
Potato Chips

derives its title from a San Francisco investigative firm, Checkmate Inc. Stars are Tony George, Doug McClure and Sebastian Cabot. The program will be filmed by Revue Productions in Los Angeles and San Francisco.

All-Star quartet ■ Sponsors of ABC-TV's sixth consecutive telecast of the College All-Star Football Game, Aug. 12, are: Carling Brewing (Lang, Fisher & Stashower), Revlon "Top Brass" hairdressing (Grey Adv.), Standard Oil Co., Indiana (D'Arcy Adv.) and R.J. Reynolds Tobacco (William Esty). A promotion of the *Chicago Tribune* Charities Inc., the contest between the Baltimore Colts and college players is held in Chicago's Soldier Field.

Adds $1.5 million ■ NBC Radio, during latter part of May and first week of June rang up a sale a day for 17 days, making a total of $1.5 million in new business. Fifteen of the 17 advertisers put part of their ad budgets into network radio for the first time this year, NBC said. Included among these are: Mobil Oil (Compton), El Producto (Compton); Lever Bros. (Foote, Cone & Belding), General Motors' Oldsmobile Div. (D.P. Brother), R.T. French (J. Walter Thompson), American Telephone & Telegraph (N.W. Ayer), Gillette Safety Razor (Maxon) and Mogen David (Edward H. Weiss).

Takes to skates ■ Top Value Enterprises (Top Value Trading Stamps), Dayton, Ohio, will sponsor its first major NBCV-TV telecast, a special entitled *Holiday on Ice*, Nov. 17 (Thur. 7:30-8:30 p.m. NYT). The program will feature highlights of "Holiday on Ice of 1961," starring Jinx Clark, Tommy Collins and others: Agency: Campbell Mithun Inc., Minneapolis.

Spot radio launching ■ Waring Products Corp., N.Y., subsidiary of Dynamics Corp. of America, will use radio spots in 13 markets to introduce its new product, "Guardaire" line of lightweight electric air purifiers, which has been assigned to Maxwell Sackheim-Franklin Bruck Inc. Campaign also includes trade publications and newspapers in the 13 markets where "Guardaire" will be initially marketed. Other Waring electrical housewares lines will continue to be handled by Fuller & Smith & Ross Inc., N.Y.

Drink big, sing big ■ Coca-Cola Bottling Co. of Los Angeles last week launched a saturation spot radio drive on 11 Southern California stations placed by Murphy Assoc., L.A. Spots, created by Freberg Ltd., feature the "Freedle Family Singers—104 voices and a canary," grouped to promote king-size Cokes humorously to the listening public.

'Bud' on buying binge

Budweiser beer, trying to consolidate leadership of premium brands in the New York market, has bought more than 38 late-night hours a week on WNBC New York beginning June 27. D'Arcy Adv. is agency for the Anheuser-Busch brand. The contract is for 52 weeks and it is estimated costs will run $40,000 for time and talent each 13-week cycle. Budweiser's block of time covers the Midnight-6 a.m. period Monday through Saturday for *All Night in New York* and a five-a-week show starring Guy Lombardo weeknights.

Firm changes name

Tv Commercial Services, New York, a tv-radio production service to agencies, which was formed last January by Lyn Babcock, is now known as Babcock & Kogan Inc. Edward Kogan, who has resigned as director of tv and radio at Joseph Katz Co., announced his co-ownership of the company, Babcock & Kogan, located at 45 E. 55th St., serves as an adjunct to agencies in matters pertaining to production of live, tape and film commercials; direction of tape commercials; supervision of commercials and shows, and service in other related areas. Before joining Katz, Mr. Kogan was executive producer and head of the New York office of Edward H. Weiss & Co. He also has been director and associate-producer at both NBC-TV and CBS-TV.

MR. KOGAN

NETWORK GROSS UP 7.3% IN APRIL

Sales hit $55.9 million, ABC-TV records 23.2% increase

Advertisers spent nearly $60 million for network tv time at gross rates in April. Television Bureau of Advertising reported last week a total of $55.9 million or an increase of 7.3% over April 1959.

In network comparisons, ABC-TV billing increased by 23.2% for a total $12,701,240; CBS-TV by 2.3% for $22,580,032, and NBC-TV by 4.6% for $20,641,555. In the four month period January-April, the neworks compiled a gross of $227.8 million, representing a 9.2% increase over 1959.

The daytime first-quarter gross billing "dip" (BROADCASTING, June 13) continued through April. The drop-off there comes to 4.1% (a decline of 9.3% in the high billing Monday-Friday schedule but a notable spurt of 30% in the lower billing Saturday-Sunday program area).

Here are the figures by TvB:

NETWORK TELEVISION GROSS TIME BILLINGS
Source: LNA-BAR

	APRIL			JANUARY-APRIL		
	1959	1960	% Change	1959	1960	% Change
ABC-TV	$10,309,263	$12,701,240	+23.2	$42,545,832	$52,125,820	+22.5
CBS-TV	22,077,285	22,580,032	+ 2.3	88,278,148	93,078,360	+ 5.4
NBC-TV	19,739,816	20,641,555	+ 4.6	77,821,812	82,618,328	+ 6.2
TOTAL	$52,126,364	$55,922,827	+ 7.3	$208,645,792	$227,822,508	+ 9.2

MONTH BY MONTH—1960

	ABC-TV	CBS-TV	NBC-TV	TOTAL
January	$13,260,010	$23,477,358	$20,980,897	$57,718,265
February	12,677,110	22,977,171	19,923,712	55,577,993
March*	13,487,460	24,043,799	21,072,164	58,603,423
April	12,701,240	22,580,032	20,641,555	55,922,827

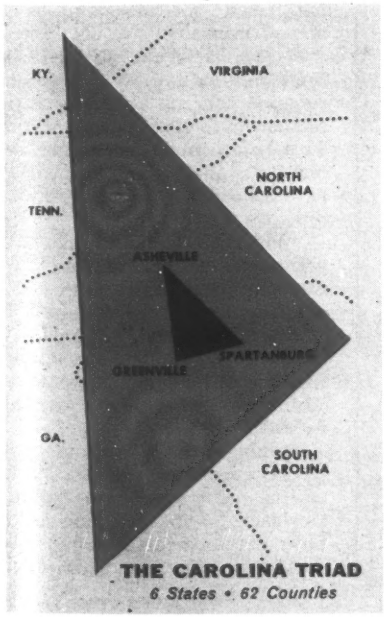
* March 1960 figures revised as of 6/6/60.
LNA-BAR: Gross Time Costs Only

NETWORK TELEVISION GROSS TIME BILLINGS
by
DAY PARTS

	APRIL			JANUARY-APRIL		
	1959	1960	% Change	1959	1960	% Change
Daytime	$17,311,756	$16,602,945	— 4.1	$70,637,306	$68,639,269	— 2.8
Mon.-Fri.	15,026,661	13,632,439	— 9.3	59,930,635	55,784,332	— 6.9
Sat.-Sun.	2,285,095	2,970,506	+30.0	10,706,671	12,854,937	+20.1
Nighttime	34,814,608	39,319,882	+12.9	138,008,486	159,183,239	+15.3
TOTAL	$52,126,364	$55,922,827	+ 7.3	$208,645,792	$227,822,508	+ 9.2

LNA-BAR: Gross Time Costs Only

The Carolina Triad loves WLOS-TV



WLOS-TV is number one in the Carolina Triad—in every day part!

The Greenville-Asheville-Spartanburg March ARB shows WLOS-TV delivers an average of 34,000 homes per quarter-hour from 9:00 a.m. to midnight, Sunday through Saturday—108.6% more homes than station "C"; 21.4% more than station "B"! And it's no wonder the Triad loves WLOS-TV . . . with the South's highest tower—bringing the top shows into homes in all 62 counties of the Triad. Your PGW Colonel has the full story.

WLOS-TV abc

Serving ASHEVILLE—
GREENVILLE—SPARTANBURG

WOMETCO ENTERPRISES, INC.

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.
SOUTHEASTERN REPRESENTATIVE: JAMES S. AYERS CO.

NBC RADIO RUNS OUT OF RED INK

Radio network shows profit for first time in eight years

NBC Radio announced last week that it had emerged from eight years of red-ink operations and is assured of continuing in the black for the rest of this year.

The announcement, seen as a stimulant for network radio, was generally although not entirely unexpected (BROADCASTING, June 6), and was made by William K. McDaniel, NBC vice president in charge of the network.

A general increase in NBC Radio rates for participation announcements also was disclosed, although Mr. McDaniel's statement did not mention it specifically. These rises apply to participations in the weekend *Monitor* service and in weekday programming. Rates for program sponsorships, less frequently sold, have been trimmed somewhat.

Coincident with the black-ink announcement, it was estimated unofficially that NBC Radio had lost $12 million over the past 10 years. It also was reported that business in hand for the rest of the year would offset a slump experienced in the first quarter—a slump which NBC authorities attribute to the fact that they were then launching a new programming format—so that NBC Radio should break even, financially, for the full 12 months of 1960.

NBC Radio is the second radio network to see black instead of red for any protracted period since television achieved major stature in the early 1950s. CBS Radio operated in the black during the final quarter of 1959 and the first quarter of 1960 and has hopes of achieving profitability again in the second quarter, according to its officials. Mutual has claimed to be out of the red for brief periods in the past few years.

Sales Equal 1959 Total ■ In announcing NBC Radio's move across the break-even point, Mr. McDaniel said: "With as much net business on the books as of June 1, 1960, as the network showed for the entire year 1959, the second, third and fourth quarters of this year are already in the black—the first time we have shown a profit in eight years."

Although he did not reveal figures, informed sources estimated that NBC Radio's net billings last year totaled about $14 million—and that its loss for the year, on that billing, was about $2 million. Since then, based on a reduction in programming through its new operational format which went into effect the first of this year, it has been estimated that the network's program costs have been cut approximately in half.

There also has been a rise in some rates—the network's five-minute *News on the Hour,* for example, used to be described as a $4.2 million package but in Mr. McDaniel's announcement is called "a $5 million property" which "is already sold out for the entire year." (See story page 58).

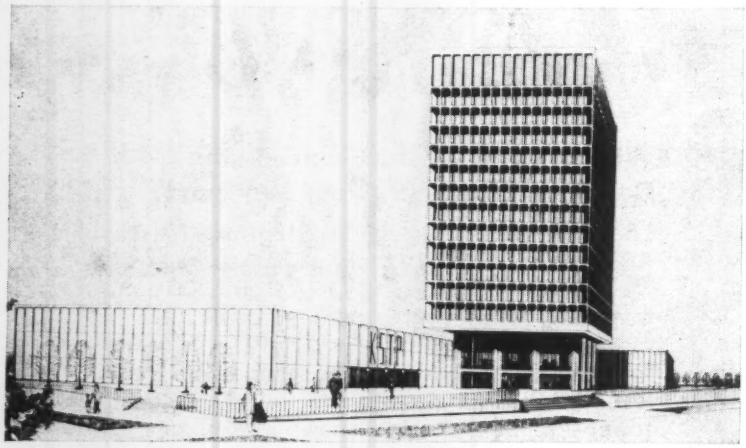
NBC Radio officials say the network already has put $14 million in business (net, after discounts) on the books this year. This total includes $1.5 million announced last week as representing an advertiser signed every day for 17 straight days.

Station Pay ■ Mr. McDaniel said that along with the network's increased billings, "station compensation has increased in direct proportion." Thus, he said, "our affiliates have benefited not only from the network's improved profit position, but also by virtue of the fact that under the new programming plan instituted Jan. 4, they have 30 additional hours [per week] for local and national spot sales which they did not have in 1959." Under the programming plan, NBC Radio eliminated entertainment shows and concentrates on *Monitor,* news, new analysis, sports and special events.

Mr. McDaniel attributed NBC Radio's brightened billings picture to the new program concept, an accompanying improvement in station clearances for network time (now ranging between 95 and 98%), advertiser acceptance of the new policy and "sounder" price structures.

"When we launched the new programming the first of this year after extensive conferences with the Radio Affiliates Executive Committee and the affiliates in general," he said, "we believed we had found a concept which would give both affiliated stations and advertisers what they wanted and needed.

Turning Point ■ "Beginning with the second quarter of 1960 we reached the turning point and began operations in the black for the first time since 1952. Later developments have proved to our satisfaction that we have evolved a



$9 million expansion ■ This sleek, modern structure will soon house KSTP-AM-TV Minneapolis-St. Paul. The $9 million building will triple the present size of the NBC-affiliated station according to Stanley Hubbard, president of the stations.

The project will include expansion and remodeling of two present structures plus the erection of a 15-story tower with lobby and office rental space. The building will also house hotel accommodations.

Total office space of the completed project will be 140,000 square feet. The entire plant will be air-conditioned, and parking space for 300 cars will be provided.

Construction on the first phase is to be completed by next Jan. 1.

4
food chains MUST be right about WDAY-TV!

Every important food chain in Fargo uses *big time* on WDAY-TV — on a year-'round basis!

This does more than confirm the judgment of the large *national* advertisers who use WDAY-TV. Because these big *local* advertisers don't have to depend on ratings, coverage maps or other printed material that may or may not tell the whole story of any station's effectiveness. These local advertisers *know* their market and its preferences. They just simply *can't* be wrong.

PGW has all the facts. Ask your Colonel!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV

•

Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV

•

Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV

•

Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

workable format for network radio under which NBC, the affiliated stations and the advertisers can work together on a mutually beneficial basis.

"With over $5 million in net billing already on the books, the third quarter will be the biggest billing quarter NBC Radio has enjoyed in the last five years."

He said that in addition to *News on the Hour's* sold-out status, *Monitor* will exceed $5.2 million in net billing before the end of the year. Introduced as a new programming concept—weekend "service" composed of a series of short segments from all over the world—*Monitor* passed its fifth birthday on June 12. NBC officials call it "one of network radio's most commercially successful programs."

The 17 advertisers signed by NBC Radio in 17 straight days during the past three weeks, officials said, include 15 which are going into network radio for the first time this year. Among them are Mobil Oil (Compton Adv.), El Producto · (Compton), Lever Bros. (Foote, Cone & Belding), Oldsmobile Div. of General Motors (D.P. Brother), R.T. French (J. Walter Thompson), AT&T (N.W. Ayer), Gillette Safety Razor (Maxon) and Mogen David wine (Edward Weiss).

New NBC Radio rates

On NBC Radio's new rate card, gross price of a five-minute segment of *Monitor* goes from $1,300 to $1,530, and participations in *Monitor* rise from $1,150 to $1,350 for one minute, from $850 to $1,000 for 30 seconds and from $300 to $400 for six seconds. Participations in weekday programming, formerly priced slightly under those in *Monitor*, are the same as *Monitor* prices on the new card.

Gross rates for sponsored programs, which may be bought in any length in multiples of five minutes, have been revised downward slightly. For instance, a 10-minute sponsorship formerly was priced at $3,302.70, is now $3,269.37; a half-hour was $7,740, is now $7,662.50; an hour was $12,384, is now $12,260.

KORN-TV premieres

KORN-TV Mitchell, S.D., went on the air as an NBC affiliate June 12.

Owner of the new ch. 5 station, which was granted its construction permit in 1957, is Raymond V. Eppel who also owns KORN Mitchell. Mr. Eppel is general manager of the station with Monk Johnson as sales chief, David Reau as production manager and John Doherty as chief engineer. The tower of KORN-TV is 569-ft. Licensee is Mitchell Broadcasting Assn.

'Sod-busters' ■ Ground-breaking ceremonies held June 6 marked the construction of new facilities for WDBJ-TV Roanoke, Va. Construction of the new $640,000 center will triple the space for tv facilities and is expected to be completed early in 1961. Pitching in with the shovel are: (l to r) John Harkrader, manager and vice president for tv; M.W. Armistead III, president of Times-World Corp. (owners); and Ray P. Jordan, vice president for broadcasting.

Dallas outlets get $3.5 million plant

Construction has been started by WFAA-AM-FM-TV Dallas on its new $3.5 million broadcasting center, adjacent to the building of the parent *Dallas Morning News*. The new $1.5 million structure will be equipped with some $2 million worth of Ampex video tape and other technical facilities, including a $250,000 mobile tape recording cruiser to be built by Ampex.

Alex Keese, managing director for the radio-tv properties, said plans call for completion of the studio building shortly after the first of next year. The vtr mobile cruiser, however, is to go into service this fall. It will be equipped with two Ampex vtr machines, both with Intersync; six Marconi IV 4½-inch image orthicon cameras; a General Communications transistorized video switcher, and General Electric transistorized stereo audio facilities.

The ultra-modern studios also will include three Ampex vtr recorders, including one with Interswitch to facilitate foreign tape exchange where different technical standards are involved. One machine also will have stereo audio facilities to permit tv programming with stereo simulcast on radio. Another six Marconi Mark VI cameras will be installed, plus live color studio facilities by GE and custom stereo master control for am, fm and tv sound. Five of the new GE continuous-motion film systems (four monochrome, one color) are included.

Measuring how much media audiences spend

Market Research Corp. of America, New York, last week announced a new media service which measures how much the audience of a magazine, newspaper supplement or television program spends for specific products.

Curtis C. Rogers, president of MRCA's consumer panel division, said Friday (June 17) at the annual meeting of American Marketing Assn. in Minneapolis that the company's National Consumer Panel had been recording tv viewing and publication exposure in addition to reporting weekly on purchases of a wide range of consumer products.

By tying in media exposure with product purchases, MRCA is now able to extend media research beyond the standard measurements of circulation, readership and audience characteristics, Mr. Rogers said. The new measurements offer media comparisons on the basis of audience buying power in a specific product class, and can assist the advertiser in selecting the combination of media which provide maximum unduplicated sales potential for his product.

Fm stations organize

Fm Broadcasters of Greater Kansas City has been formed as a division of the city's Electric Assn. Chris J. Stolfa, KCMO-FM, was elected chairman. Members include the four commercial fm stations now operating—KCJC (FM), KCMK (FM), KCMO-FM and KXTR (FM); two commercial outlets slated to go on the air in the autumn—WDAF-FM and KBKC-FM; two educational stations—KANU (FM), U. of Kansas, and KCUR (FM), U of Kansas City.

The association will acquaint advertisers and agencies with fm's merits as a medium and inform the public about fm's technical and programming quality. Kansas City survey based on 2,500 telephone interviews showed a circulation of 114,000 fm homes. Improved programming and lower-priced sets were cited as factors in fm growth.

BEN FRANKLIN
could have been "The Mr. Big" of WPTR

Because Ben wouldn't run "formula radio" any more than he ran a formula publication. We believe his concept (like that of WPTR) would be to create the type of responsible broadcasting that would serve its community best. The transmission of news, the intelligent interpretation of news and the courage to take stand on issues is GRASS ROOTS RADIO AT ITS BEST. This is WPTR.

WPTR originated "Action — Central News"— it has a minimum of 48 newscasts every day—it pioneered "radio editorials". "Public opinion polls" are among its regular features. It delivers more public service time to its area than any other radio station in this 2,000,000 plus market. People trust it.

Perhaps it's why WPTR has more local advertising than the next 3 stations combined; more total advertising than the next 2 stations in the market put together.

WPTR PEOPLE 50,000 PEOPLE WATTS
ALBANY, TROY, SCHENECTADY

The Dominant Station in the market according to Pulse. Right up there with Hooper, too. Represented nationally by Robert E. Eastman & Co., Inc.

DUNCAN MOUNSEY EXEC. V. P. OF WPTR
A division of SCHINE ENTERPRISES

JUDGES DEFER MEDIA VERDICT

Take no action on radio-tv court ban

The Illinois judiciary apparently wants no part of any possible moves to further fetter radio and television coverage of courtroom proceedings.

That sentiment was inherent in the absence of action taken by 100 supreme, appellate and circuit judges attending the annual state judicial conference at Northwestern U.'s law school in Chicago June 9-10.

The issue of whether Illinois judges should adopt their own state canon to limit broadcast access was not even formally discussed. The apparent reasons were these:

(1) Several judges are not sympathetic with Illinois' proposed Canon 32 as it now stands, for reasons of principle or because of the pending American Bar Assn.-media group study of Canon 35; (2) those who are sympathetic to further state radio-tv restrictions don't feel the "climate" is right because of the current Chicago City Council fight with local broadcasters, even though that issue involves legislative sessions; (3) some judges are doubtful that ABA's Canon 35—whether in its present or potential modified form—even applies to the Illinois judiciary.

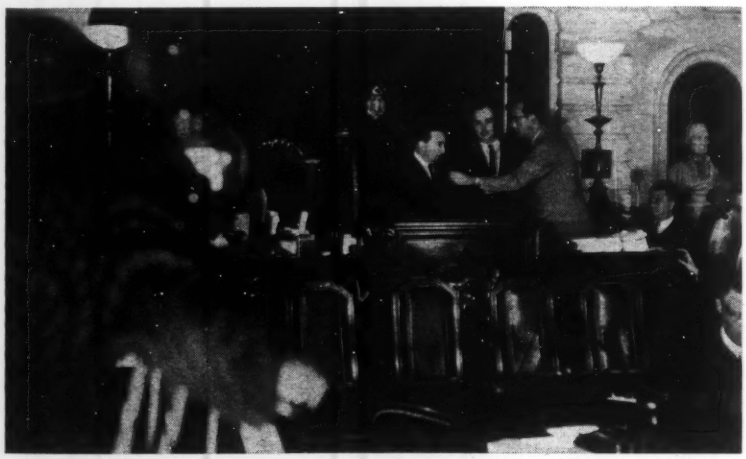
Confusion ■ No consideration of the bar's canons of judicial ethics was even scheduled during the two-day conference. Formal scheduling of the controversy was tabled because of confusion—or lack of agreement—over the basic issues involved.

The proposed canon would prohibit photographs during proceedings or recesses and radio or tv coverage of actual sessions for fear the proceedings might turn into a "performance"—inviting "histrionics," distracting witnesses, detracting from the court's "independence" and creating "misconceptions" (BROADCASTING, June 6).

At last year's conference, the judiciary deferred adoption of Canon 32 because of similar factors. The executive committee's report noted ABA had launched a study in cooperation with media groups on the whole problem and that "these negotiations are delicately balanced," with possible ill effects from a major state like Illinois, if it should take action of its own.

The Verdict ■ The judges differed widely on what course of action to take. One opposed the proposed Canon 32 as an "anachronism." Another felt the Illinois judiciary should not "delay action" while ABA "deliberates," while others felt the question would become moot if ABA revised Canon 35.

One judge questioned whether postponement of judiciary action, pending conclusion of the ABA-all media project results, would "commit the conference to accept the ABA conclusion." Another raised the question of "the extent to which the judges will be bound to abide by American Bar Canon 35 in the interim." Replied another: It would be "obligatory only to a limited degree."



Historic chambers ■ Newsmen from WBZ-TV Boston (at left) are shown as they take part in the first regular session of the Massachusetts Senate open to broadcast equipment on May 31. Senate President John E. Powers (standing at right of rostrum) set the precedent when he permitted sound film and tape recording equipment at the session for a reading of the state supreme court ruling on Boston's proposed $200,000,000 Prudential Center development. The only other times equipment has been permitted at Senate sessions were during special addresses by the governor and by visiting dignitaries.

Fraud exposure

The disputed ability to illegally rig automatic voting machines was laid to rest in Louisiana last week when it was demonstrated before a special inquiry of the state legislature that the machines could be tampered with, undetected. The inquiry was ordered promptly after a public service program aired May 26 by WBRZ (TV) Baton Rouge presented a mechanic who showed how the machines could be fixed. On the tv show, WBRZ President Douglas Manship challenged state officials to investigate. The inquiry is still underway.

ABC plans seminars

ABC-TV will hold a series of two-day seminars in four cities for advertising-promotion executives of more than 95 primary affiliate tv stations to assist them in publicizing, exploiting, advertising and promoting the 1960-61 network schedule. The meetings will be held in New York today (June 20) and tomorrow; in Chicago, June 23-24; in Dallas, June 27-28 and in Los Angeles, June 30-July 1.

Strike hits WBEE

WBEE Harvey, Ill., was strikebound last week, following action taken by both the Chicago chapter of American Federation of Tv and Radio Artists and International Brotherhood of Electrical Workers.

Supervisory personnel has manned the station since both unions struck the station June 9. A spokesman for the Rollins Broadcasting, Inc. station said the dispute centers almost wholly over salaries and that most demands of both unions have either been met or negotiated. AFTRA had charged that WBEE refused to inaugurate a five-day week or accept a pension and welfare program. WBEE offered its employees a 40-hour week, according to the station's spokesman.

Keystone hits 1,100

Keystone Broadcasting System has announced the signing of its 1,100th affiliated station—KSEO Durant, Okla. The station was established in 1947.

THERE'S "JACK" IN THE BOX

The V.I.P. PACKAGE

The Greatest Star-Studded Post '50 Feature Package Ever Offered to Television!

PANDORA AND THE FLYING DUTCHMAN / Ava Gardner, James Mason
THE WARRIORS / Errol Flynn, Joanne Dru
NEVER LOVE A STRANGER / John Drew Barrymore, Lita Milan, Steve McQueen
TONIGHT'S THE NIGHT / David Niven, Yvonne deCarlo, Barry Fitzgerald
SHACK OUT ON 101 / Frank Lovejoy, Terry Moore, Keenan Wynn, Lee Marvin
SEVEN ANGRY MEN / Raymond Massey, Debra Paget, Jeffrey Hunter
ADVENTURES OF CAPTAIN FABIAN / Errol Flynn, Vincent Price, Agnes Moorehead
HIGHWAY DRAGNET / Joan Bennett, Richard Conte
BOLD AND THE BRAVE / Mickey Rooney, Wendell Corey
BULLWHIP / Guy Madison, Rhonda Fleming

PLUS 25 OTHERS—*Now Available*

Contact **M & A ALEXANDER PRODUCTIONS, INC.**

Hollywood
6040 Sunset Blvd., HOllywood 4-3414

New York City
Larry Stern, 141 E. 55th St., PLaza 5-526

NAB REVISES TV, RADIO CODES

Radio code opened to non-members, enforcement clauses added

Codes of conduct—touching both programming and commercial practices—occupied most of the attention of the radio and tv board members attending the semi-annual meeting of the NAB directors last week in Washington.

The radio board reconstituted the 23-year-old radio standards of good practice and invited all broadcasters, NAB members or not, to adhere.

The tv board revised the tv code's commercial station break allowances and heard a strong warning about tv's most vulnerable sector, "sex and violence"—and an equally strong defense of what television broadcasters are doing about it.

Radio Code Revamped ■ The radio board approved sweeping changes in the radio code which, since adoption in 1947, has been operating on an honor system and limited to NAB members.

It adopted enforcement provisions and procedures and authorized the appointment of a nine-member radio code review board. The board will be appointed by the NAB Policy Committee which has been directing the affairs of the association since the death of NAB President Harold E. Fellows. A visual symbol for radio code members was also adopted.

The proposal for the new radio code provisions and its administration and enforcement was made by a special three-man NAB committee. This was headed by Clifford L. Gill, KEZY Anaheim, Calif. (see OUR RESPECTS TO, page 133) and included Frank Gaither, WSB Atlanta, Ga., and Cecil Woodland, WEJL Scranton, Pa.

The new radio code and its organization is scheduled to become effective July 1.

One-Minute Cut ■ The tv code was revised to reduce, from 130 seconds to 70 seconds, the maximum time which may be devoted to station break spot announcements in peak evening time.

The new commercial allowance which was adopted by the tv board will become effective Oct. 30.

The tv board also amended the tv code to define and limit opening and closing sponsor credits.

How the Tv Code Review Board is attempting to meet "the problem of sex and violence in programming" by direct dealings with program producers was described by E.K. Hartenbower (KCMO-TV Kansas City, Mo.), chairman of the Tv Code Review Board.

In Hollywood, Mr. Hartenbower said, the code board office has reviewed and edited 209 tv scripts and 74 syndicated films other than those handled by the networks. The Hollywood office was established last July with Frank Morris as director.

"I emphasize," Mr. Hartenbower said, "that none of these would have been checked for code compliance had not Mr. Morris' services been available to the writers and producers. The three network Hollywood offices continue their usual fine job in this delicate and important field and have cooperated fully."

With the expected increase in affiliate subscribers to the code the editing load will call for increased personnel in the Hollywood office, Mr. Hartenbower noted. He said that beginning early next year an executive assistant and a secretary will be added to the Hollywood office.

The tv code board's New York office will be opened sometime this summer, with Stockton Helffrich, NBC continuity chief, as director (BROADCASTING, June 6), Mr. Hartenbower pointed out.

Sex and violence, Mr. Hartenbower described as "the industry's most vulnerable point and one on which we will face certain challenges within the next several months."

Huge Monitoring Job ■ Scant attention has been paid to the huge commercial monitoring program, Mr. Hartenbower said. Last year, he reported, 90,000 monitoring hours were analyzed by the staff. This comprised 740 individual station reports, he added, of which 258—more than one-third—indicated no code violations at all.

Mr. Hartenbower also said a "strong start" had been made "in the matter of bad taste and irritation in tv advertising as well as over-commercialization." The review board, he said, has noted "a substantial improvement in the general tone of many commercials."

Among other highlights, activities of the Television Information Office were outlined by Clair R. McCollough, chairman of Tv Information Committee and of the NAB Policy Committee.

TIO, he reported, has a series of new projects which will get underway in the next few months. Among them: (1) Monthly bulletins announcing in advance educational, cultural and public service programs telecast in nine of the country's largest cities to be distributed to educational institutions, religious groups and civic organizations. This program already has been launched in Chicago and Los Angeles. (2) A book, "In the Public Interest. . . At the Local Level", will be published August 31. This is based on a survey of the local public service programs of 200 tv stations. (3) A cooperative program with the National Council of Teachers of English on a book to help teachers educate students on how to use tv to its best advantage. (4) A series of 15 lectures, open to all New York teachers, on "Television in Today's World."

DUB ROGERS
Tv Board chairman

JOE HARTENBOWER
Tv Code chairman

Bostic heads NAB radio board

A young (41), northwest area radio-tv broadcaster—who's also mayor of his city—was elected chairman of the radio board of directors of the National Assn. of Broadcasters last week.

He is Thomas C. Bostic, president of Cascade Broadcasting Co. and mayor of Yakima, Wash. An intense participant in his hometown affairs, he appeared last week in Washington wearing a five-week beard and a western tie celebrating Yakima's 75th anniversary (see picture).

Mr. Bostic was previously vice chairman of the NAB radio board. He succeeds F. C. Sowell, WLAC Nashville, Tenn., as chairman.

Chosen to succeed him as vice chairman last week was Merrill Lindsay, executive vice president of Illinois Broadcasting Co.

Mr. Bostic is the principal executive of a company that operates KIMA-AM-TV Yakima, KEPR-AM-TV Kennewick-Pasco-Richland, KWIQ Moses Lake, KBAS-TV Ephrata, all Washington, and KLEW-TV Lewiston, Idaho.

He was born in Weiser, Idaho, in 1919 and was graduated from the U. of Washington in 1941. He worked for KBND Bend, Ore., for 18 months before joining the Navy as a pilot in World War II. He joined KIMA in 1945 as a news announcer and was successively promoted to program director, national sales manager, director of operations, vice president-general manager and most recently, president. He is married to the former Hallie Thompson of Yakima. They have one daughter.

Mr. Bostic served as mayor of Yakima for one year before being re-elected only three weeks ago to a full two-year term. He is a past president of the Yakima Rotary Club, a past vice president of the Yakima Chamber of Commerce and a board member of the Yakima Country Club. Among his other affiliations: YMCA, United Good Neighbors, Salvation Army, Knife & Fork Club.

Mr. Lindsay, who is one of the NAB's policy committee triumverate, was born in Decatur, Ill., and was graduated from Kenyon College in 1933 and the Harvard Business School in 1935. He served two years in the business office of the *Decatur Herald and Review* and in 1937 became business manager and then general manager of WJBL (now WSOY). He was named executive vice president of WSOY in 1956. During World War II he served in Navy communications and radar. He is married to the former Margery Crawford of Decatur. They have two daughters.

Mr. Lindsay is also a vice president of Lindsay-Schaub Newspapers, which publishes newspapers in the state and is also associated in the ownership of the WSOY stations and WVLN-AM-FM Olney, WSEI (FM) Effingham and owns 20% of WCIA (TV) Champaign-Urbana, all located in Illinois.

Lindsay-Schaub press enterprises include five newspapers throughout Illinois.

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week, subject to FCC approval:*

■ WDAY-AM-TV Fargo, N.D.: 55% interest sold by E.C. Reinecke and wife to Forum Publishing Co. (*Fargo Forum*) for $900,000. Forum Publishing Co. is headed by N.D. Black Jr. who with family already owns 45% of WDAY Inc. Mr. Reinecke holds a 10% interest in KCMT (TV) Alexandria, Minn., and in KSOO-AM-TV Sioux Falls, S.D. Mr. Reinecke will remain as president and no changes in personnel or policies will take place, it was announced. WDAY is 5 kw on 970 kc and is affiliated with NBC. WDAY-TV, which began operating in 1953, is ch. 6 and is affiliated with NBC-TV and ABC-TV.

■ KOBY San Francisco, Calif.: Sold by David M. Segal to Sherwood R. Gordon for $700,000. Mr. Gordon also owns KSDO San Diego and KBUZ-AM-FM Mesa, Ariz. KOBY is 10 kw on 1550 kc. This leaves Mr. Segal with WGVN Greenville, Miss.

■ WACE Chicopee, Mass.: Sold by John S. Begley and associates to Commonwealth Broadcasting Co. for $250,000. Principal Commonwealth stockholders are Lazar Emanuel, New York attorney; Blair Wallicer, ex-MBS vice president, and Paul Smallen, New York advertising man. Same group has substantial interests in WEOK Poughkeepsie, N.Y. WACE is 1 kw daytimer on 730 kc. Broker was Edwin Tornberg & Co.

■ WBNY Buffalo, N.Y.: 37.5% interest sold by Harry Trenner to Straus Broadcasting Co., holder of remaining 62.5%, for $175,000. Mr. Trenner, executive vice president and general manager of station, has resigned. Straus (Nathan Straus and son, Peter) owns WMCA New York. Mr. Trenner owns WFEC Miami. The Straus' and Mr. Trenner bought WBNY last October for $535,000. WBNY is 250 w on 1400 kc.

■ KRTN Raton, N.Y.: Sold by G. Lloyd Hawkins to Jay Howe and Marvin Schute for $95,000. Messrs. Howe and Schute are engineers employed by the U.S. Army Corps of Engineers in Japan. Upon FCC approval they will move to Raton. KRTN is affiliated with ABC and MBS on 1490 kc with 250 w. Broker was Hamilton-Landis & Assoc.

■ WDAN-TV Danville, Ill.: Sold by Gannett Publishing Co. to Plains Television Corp. for $75,000. Plains is a combination of H. & E. Balaban Corp., midwest theatre owners, and Transcontinental Properties Inc. (Herbert Scheftel, Alfred Burger and associates). Plains owns WICS (TV) Springfield and WHCU (TV) Champaign, both Ill. Balaban group also owns 50% of WTVO (TV) Rockford, Ill.; 50% of WMCN (TV) Grand Rapids, Mich.;

WBMG Birmingham, Ala., and holds one-third interest in WIL St. Louis, Mo.; WRIT Milwaukee, Wis., and KBOX Dallas, Tex. WDAN-TV began operating on ch. 24 in 1953 and is affiliated wiith ABC. The transaction involves only equipment; the new owners will lease space and facilities in the WDAN building and tower at the rate of $1,500 per month.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 121).*

■ WMBD-AM-FM-TV Peoria, Ill.: Sold by Charles C. Caley and John E. Fetzer (Fetzer stations) to Midwest Television Inc. (WCIA [TV] Champaign, Ill.). Price was $1,850,000 for all assets with $225,000 payment over eight years to Mr. Caley for agreement not to compete and to serve as consultant. Midwest is 51% owned by August C. Meyer and wife. Among other stockholders is WSOY-AM-FM Decatur, Ill., affiliated with Lindsay-Schaub newspaper group's *Decatur Herald* and *Review* and principals of *Champaign News-Gazette* (WDWS). Other Lindsay-Schaub broadcast properties are WVLN-AM-FM Olney and WSEI (FM) Effingham, both Illinois. Commissioner John S. Cross dissented.

■ WIRE Indianapolis, Ind.: Sold by Eugene Pulliam interests to WIRE Broadcasting Co. (Joseph Amaturo, president and majority stockholder) for $600,000, with over $200,000 cash commitment. Mr. Amaturo has interests in WFTL Ft. Lauderdale, Fla., and in WESO Southbridge, Mass.

■ WNEB Worcester, Mass.: Sold by John Hurley to George Steffy, 75%, and Harold Gliddens, 25%, for $280,000. Sale is conditioned that Mr. Steffy sever his connection with RKO General Inc. He is executive vice president of Yankee Network Division of RKO General (WNAC-AM-TV Boston). Mr. Gliddens formerly owned WAGM-AM-TV Presque Isle and WABM Houlton, both Maine, which he sold in 1957.

■ WADK Newport, R.I.: Sold by Milton E. Mitler to Arnold Lerner and Myer Feldman for $100,000 plus $36,000 not to compete. Mr. Feldman, a Washington attorney, owns KLAD Klamath Falls, Ore. Both Messrs. Lerner and Feldman at one time were part owners of KOMA Oklahoma City and of KITO San Bernardino, Calif. Mr. Mitler retains ownership of WYNG Warwick, R. I.

Can't keep away ■ Veteran broadcaster Lee Little (l), who ostensibly retired in 1958 when he sold his KTUC Tucson, here hands a check for $45,000 to western broadcaster T.J. Wallace in payment for the purchase of KFMM (FM) Tucson (BROADCASTING, May 23). Mr. Little, ex-CBS, ran KTUC for 15 years, the last three as sole owner. He still owns 75% interest in the Muzak franchise in Tucson and 51% of the Muzak franchise in Phoenix. Even after he sold KTUC Mr. Little continued to appear on the air one hour daily, five days a week, on the station.

MIDWEST **$450,000**
Fulltime excellent facility with good real estate. Top rated station in a top one hundred market. $125,000 down and liberal payout.

FAR WEST **$350,000**
Highly profitable fulltimer. Dominant station in important growth market. 29% down and long-term payout.

VIRGINIA **$85,000**
Ideal for owner-operator with $25,000 cash. Daytimer in medium sized market. Making small profit under absentee ownership and improving rapidly. Good terms available.

SOUTH CENTRAL **$75,000**
Profitable fulltimer in excellent small market. Perfect for owner-operator. 29% down.

NEGOTIATIONS—FINANCING—APPRAISALS

Blackburn & Company Inc.

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.: James W. Blackburn—Jack V. Harvey—Joseph M. Sitrick—Washington Building, Washington, D.C.—ST 3-4341.
MIDWEST: H. W. Cassill—William B. Ryan—333 North Michigan Avenue—Chicago, Illinois—FInancial 6-6460.
SOUTHERN: Clifford B. Marshall—Stanley Whitaker—Robert M. Baird—Healey Building, Atlanta, Georgia—JAckson 5-1576.
WEST COAST: Colin M. Selph—California Bank Building—9441 Wilshire Boulevard—Beverly Hills, California—CRestview 4-2770.

■ Media reports

MBS grid schedule ■ Mutual has arranged a schedule of ten college football games for next season, including nine service academy contests, featuring the Army, Navy and the Air Force. The U. of Pittsburgh-Penn State contest is set for Nov. 19 when the service academies hold mid-term examinations. Mutual reports that 38% of its affiliates already have cleared the schedule, which begins Sept. 24 and ends on Nov. 26. Mutual sells half the broadcasts and the local affiliate can sell the other half.

Deadline September ■ September is the deadline for completion of a new building to house KTBC-AM-TV Austin, Tex. Located at Tenth and Brazos in downtown Austin, the building will provide the station with nearly six times the space now available. A 125-seat auditorium will be available for both public and program use.

Station rebuilds ■ KEAP Fresno, Calif., has begun construction of a new $27,000 broadcast headquarters to replace its former studios destroyed by fire last November. The station is currently broadcasting from its transmitter location and will move to its new facilities in August.

How to end miscues and other costly errors

. . . use the RCA TP-6 Professional Film Projector!

Now, in addition to the regular quality points that have made the TP-6 famous, *three new features* are offered. They include Automatic Cue, Rapid Start, Magnetic Stripe Playback!

AUTOMATIC CUE

Now you can stop projectors at any predetermined film frame so that your next film sequence is cued and ready for show immediately.

RAPID START

Rapid start feature provides sound stabilization in less than one second. You can activate projector start and video switch buttons almost simultaneously, thus eliminating roll cues and reducing the chance for errors.

MAGNETIC STRIPE PLAYBACK

Superior reproduction of sound from 16mm. films is made possible by adding a magnetic sound system. Speed preparation of *news films* by reducing process time required between coverage and actual airing. Make your own film *programs* and *commercials*, and apply commentary, music and sound effects this easy way!

You can do all this and gain the business protection and efficient operation that comes from the TP-6's well-known built-in features . . . including automatic projector lamp change, gentle film handling, quick-change exciter lamp, superior picture and sound quality.

SPECIAL for TP-6 owners

Accessory attachments to provide new features are now available.

Your RCA Broadcast Representative has the whole story. Or write for literature, RCA, Dept. HD-22, Bldg. 15-1, Camden, N.J.

RCA Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, NEW JERSEY

SPECIAL REPORT

NOW TWO COUNTS OF U.S. TV HOMES

■ ARB and Nielsen issue rival measurements for all counties

■ There are enough differences to raise question: who's right

The second set of county figures on television homes in less than two weeks is being published today (June 20), raising not only the obvious question—which is more reliable?—but also a more basic one: How important are any of them any more?

Among thoughtful — and influential —researchers there is a substantial body of belief that television has reached a size, and the measurement of its audience is being so refined, that the value of coverage studies—in themselves—is now much diminished and, in the most extreme view, may in time reach the point where they are not worth what they cost. And what they cost in terms of total agency, advertiser, network and station subscriptions is estimated at about $1 million.

The consensus is more moderate: It appears that coverage studies are by no means as important as they used to be, but nevertheless are the only source of information which is still needed to answer some questions that still need to be answered. One suggestion is that they could be spaced farther apart—that certainly the industry doesn't need two within a year, which is what it is about to get.

American Research Bureau, whose county-by-county set estimates are out this week, and A.C. Nielsen Co.'s, whose figures were released a week ago (BROADCASTING, June 13)—for side-by-side comparisons, see page 71—can offer almost any number of reasons why it is not true that coverage studies are no longer extremely important. Both have coverage studies, of which the county figures are a part, coming up. But among both agencies and networks they run into some strong challenges regarding the degree of importance involved.

Circulation Figures ■ County tv-homes estimates are a basic but by themselves relatively minor component of the coverage studies currently being offered, ARB for delivery Aug. 1 and Nielsen in the summer of 1961. In use by buyers and sellers of television time, the more important components relate to the audience—potential and more or less actual—of individual stations. But even these have lost much of their former importance, in the opinion of many who use them.

One network, NBC, says it is not buying either the ARB or the Nielsen coverage service, and experts at CBS-TV and ABC-TV—which have signed for ARB's—agree that coverage studies are by no means as useful as they used to be. They disagree primarily in how far they carry that belief. The same variance of opinion may be found among important agencies, whether their current allegiance is to Nielsen, to ARB, or uncommitted.

One researcher put it this way: "The closer television penetration comes to 100%—it is now 87-88%—the less important coverage studies become." Another said: "I think coverage studies have just about gone out of style."

If they are indeed on their way to being passe, the development of "area" as opposed to "metro" or metropolitan reports by ARB and Nielsen may be given a large share of the credit, or blame.

"We used to have to take the metro reports and then use some formula—the one developed by Station Representatives Assn. or one of our own devising—and apply it to the coverage figures in order to determine the audience of a station," one research authority asserted. "Now the area reports take care of all that. We need coverage data to resolve problems in cases where two or more stations overlap, and for not much else."

Among networks, officials said, the coverage data becomes really useful in deciding on which stations to affiliate —"and how many cases are there like that?"

Defense of Studies ■ Nielsen and ARB maintain that such studies not only are important in many ways, but invaluable in some. And they can still count on important agency support in this contention.

These users of coverage data point out that they are the only source of information as to where a station's audience is located. Thus they are valuable in determining media allocations, for example; in tailoring campaign plans to fit specific marketing situations; in selecting markets and to some extent in selecting stations; in establish-

Agencies that have bought ARB

Ten of the top 25 agencies in terms of television billings and 18 below the top 25 have signed for American Research Bureau's upcoming television coverage service, according to a list released by ARB last week. ARB expressed confidence that most of the other major television buyers would follow suit in time. CBS-TV and ABC-TV also have signed.

Signatories in the top 25 are, in rank order of 1959 television billing, McCann-Erickson; Ted Bates; Young & Rubicam, BBDO; Leo Burnett; William Esty; N.W. Ayer; Foote, Cone & Belding; Erwin Wasey; Ruthrauff & Ryan, and D'Arcy.

J. Walter Thompson Co., heaviest television spender last year, heads the list of unsigned agencies. Others—some of whom have indicated privately that they probably will sign, some that they probably will wait for A.C. Nielsen Co.'s coverage study a year from now—are Benton & Bowles; Dancer, Fitzgerald, Sample; Compton; Kenyon & Eckhardt; Lennen & Newell; Sullivan, Stauffer, Colwell & Bayles; Campbell-Ewald; Cunningham & Walsh; Geoffrey Wade; Tatham-Laird; Needham, Louis & Brorby; Parkson; Grey, and Norman, Craig & Kummel.

Below the top 25, ARB said it had contracts from D.P. Brother; Fletcher Richards, Calkins & Holden; Gordon Best; Guild, Bascom & Bonfigli; Gardner; Lambert & Feasley; Lawrence Gumbinner; Fitzgerald Adv.; Bozell & Jacobs; Richard Manoff; Honig-Cooper & Harrington; Frederick Baker; Gray & Rogers; Miller, MacKay, Hoeck & Hartung; Johnson & Lewis; Walker Saussy; Monroe Dreher; and Tucker Wayne.

Nielsen started only two weeks ago to distribute plans for its new coverage study, to be known as NCS '61, so that there is as yet no indication of who will or will not sign for it. Among networks, NBC has said it will sign for neither ARB's nor Nielsen's.

ing county patterns according to effective buying income; in making cost allocations by district where that degree of detail is desired. For stations they have other values, not the least of which is help in determining rates.

A spokesman for the biggest agency spender in television last year, J. Walter Thompson Co., cited such uses as these and said that, although coverage studies today are less important than they used to be, and their costs may rise in relation to range of usefulness, he doubted JWT would consider abandoning them—unless, of course, the price got completely out of reason.

Even if the studies are no longer valuable in as many ways as they formerly were, there is no indication that the market for them has vanished. Nielsen is just now circulating its plans and offering contracts for its so-called NCS '61 (CLOSED CIRCUIT, June 13), so acceptance of that one cannot yet be predicted. But ARB has signed up 28 agencies, including 10 of the 25 biggest tv spenders of 1959 (for list see page xx), and claims it has no turn-downs from the others and expects to wind up with contracts from most of them. ARB officials say they have signed up 89% of their agency "quota" already.

While it's too early to say who will sign for NCS '61, Nielsen authorities point out that their last coverage study, NBS No. 3, had as television clients 24 of the top 25 tv agencies—all but Parkson—plus 19 other agencies, the three networks and a large number of advertisers and stations.

For Most: A Choice ■ Privately, some of the "uncommitted" agencies say they lean toward Nielsen coverage service, some toward ARB. The consensus seems to be that a few will buy both but that a majority will buy only one. There are also those who speculate that, if ARB's sells widely enough, Nielsen may find itself pushed for financial support and, if pushed far enough, may postpone its plans for NCS '61. Nielsen, however, says it has every intention of going ahead with NCS '61 and has no doubt that support will be forthcoming.

The ARB and Nielsen county figures show many points of difference at both county and state levels, although their national figures come out pretty much the same (Nielsen, covering the continental U.S., says 45.2 million tv homes for an 87% penetration, while ARB, including Alaska and Hawaii, estimates 46,019,980 or 88% penetration).

ARB's figures also show 648 "reversals" or counties in which ARB findings were lower than those estimated by Advertising Research Foundation and the Nielsen company two years ago.

In state penetration estimates there are some wide differences: For South Dakota, for instance, ARB puts the figure at 80% while Nielsen puts it at 68%; Mississippi gets 64% from Nielsen, 79% from ARB; Rhode Island shows 98% under ARB, 93% under Nielsen. But five state totals emerge the same in both estimates: Colorado (83%), Maryland (90%), Utah (89%), Virginia (82%) and Wisconsin (90%).

County Swings ■ Comparisons by county show even more dramatic fluctuations. In Alabama alone there's a spread of 22 percentage points between the 65% penetration given Cullman county by ARB and the 87% allotted it by Nielsen.

There is no pattern of differences at either the county or state level; in some cases ARB's are higher; in others, Nielsen's.

Even while ARB's estimates were being prepared, they became involved in a sort of backstage controversy with the Advertising Research Foundation.

ARF Dispute ■ With the financial support of the three tv networks plus TvB and NAB, ARF has overseen the preparation of—and lent its name to—three prior sets of county figures since 1955. But when ARB's procedures were submitted, ARF balked. Some of ARB's arithmetic, ARF claimed, did not meet ARF standards for accuracy.

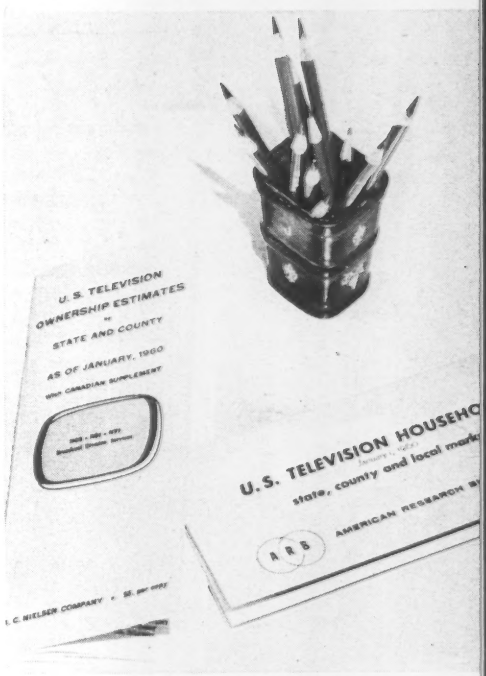
ARB countered that the foundation's objections did not relate to procedures but solely to the fact that ARB's estimates showed some "reversals," or county estimates lower than those which ARF had endorsed in previous years.

James Seiler, ARB director, finally wrote ARF that he was convinced his own estimates were more realistic and ought to be published without masking the reversals and that accordingly he would go ahead and publish them.

In a letter dated May 13 he said: ". . . discussions have foundered completely on one basic point . . . whether or not any reversals from your former estimates that occur in individual counties should be shown. Obviously when wholly new interviewing is conducted from new and complete sampling, some of the results must inevitably show reversals when compared with data produced from saturation estimates made years ago utilizing a variety of methods. . . .

"Inasmuch as your committee appears to be completely adamant on this point, we apparently have little choice but to notify you of our withdrawal from the negotiations. We feel very strongly that adoption of the ARF proposal could only mean discarding much of what our survey data has actually produced and, through its use of mandatory levels, deprive the industry of any ability to calculate variances on a realistic basis.

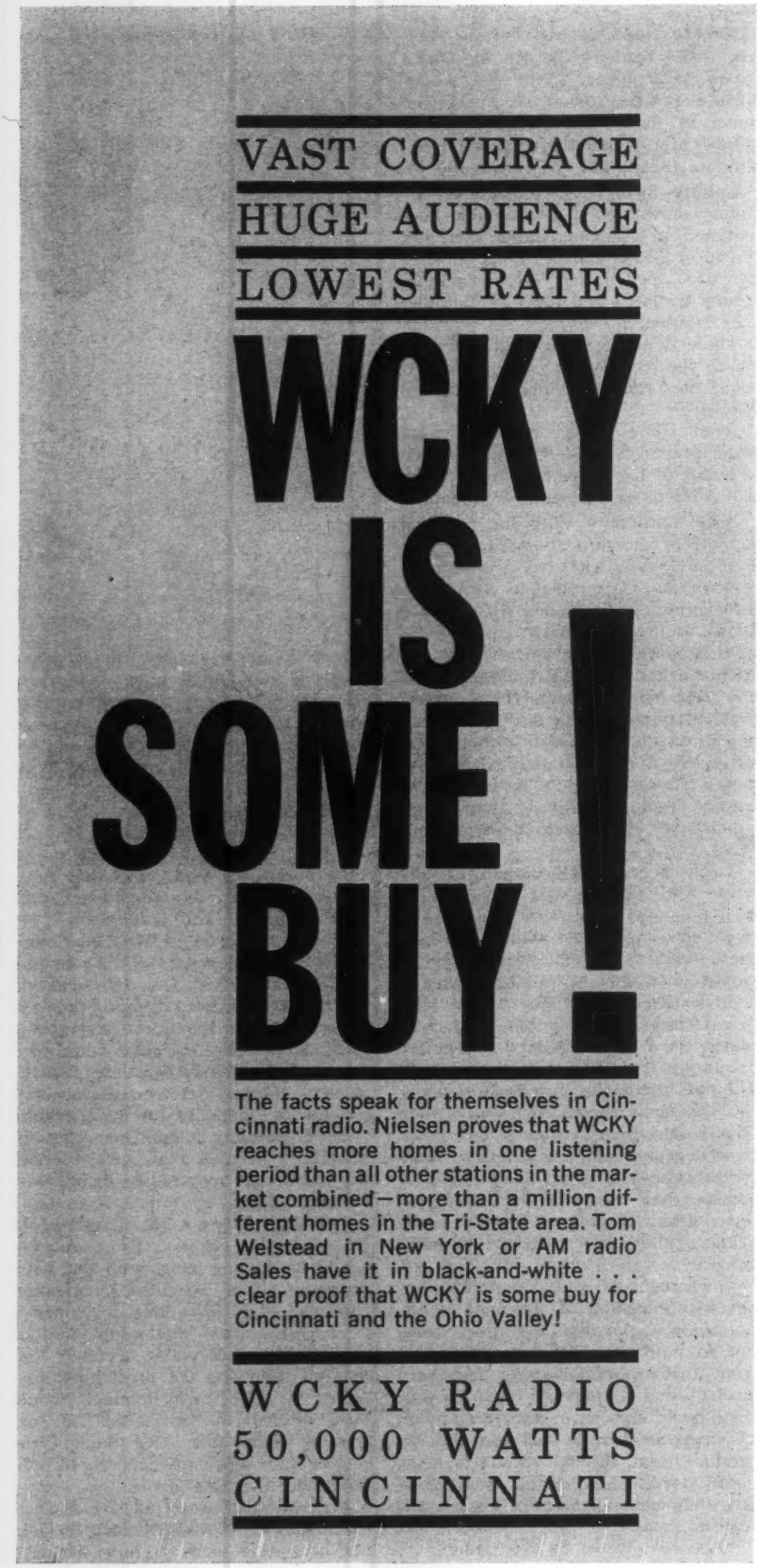
"Accordingly we plan to issue . . . a new county-by-county tv set count based on our actual interviewing and using the formula we supplied you. We honestly feel it will be the best estimate anyone can currently provide, and we sincerely hope it will meet with your approval. . . ."



ARF Managing Director A.W. Lehman replied in a letter dated May 25 that Mr. Seiler had missed the point: "The point," he said, "was that ARB data even when adjusted did not meet ARF standards for publication." He also took exception to Mr. Seiler's use of the word "negotiations." There had been no such, he declared, asserting that ARF had been representing the underwriters in an effort "to obtain a method of estimating that would also meet ARF criteria," and that ARB's participation had not been as a negotiator but as a guest of the underwriters. "The discussions ended when the underwriters decided that ARF services were no longer required by them," Mr. Lehman added.

Lehman's Views ■ Mr. Lehman told BROADCASTING that ARF probably would have gone along with the ARB proposals if a so-called "regression formula" could have been developed—as in past studies—that would produce results within acceptable accuracy limits. But following the procedures suggested by ARB, he maintained, would have resulted in "deviations" so "extremely wide" that ARF thought the results "not sufficiently accurate to publish under the ARF name."

He said ARF was "not so naive" as to think that—if a satisfactory formula had been developed—there would have


VAST COVERAGE
HUGE AUDIENCE
LOWEST RATES
WCKY IS SOME BUY!
The facts speak for themselves in Cincinnati radio. Nielsen proves that WCKY reaches more homes in one listening period than all other stations in the market combined—more than a million different homes in the Tri-State area. Tom Welstead in New York or AM radio Sales have it in black-and-white . . . clear proof that WCKY is some buy for Cincinnati and the Ohio Valley!
WCKY RADIO
50,000 WATTS
CINCINNATI

been no reversals. But the question of reversals, he said, was wholly hypothetical and beside the point insofar as ARF's consideration of the ARB plan was concerned.

Seiler's Views ■ Mr. Seiler meanwhile iterated that the whole trouble was that ARF didn't want the new figures to show estimates lower than those previously endorsed by ARB. What ARF was really saying in talking about correlation of figures "was that ours don't correlate with ARF's 1958 estimates as well as ARF's estimates would correlate with themselves."

He stuck to his contention that ARB's estimates are the best available, that they're based on field work rather than the assumption of "a fixed percentage of growth," and that the results are "vastly superior" to estimates based on formulae without field work.

Even among the ARF underwriters there appeared to be a feeling that ARB had no choice but to do what it did—proceed with publication of its estimates when the impasse with ARF seemed impossible to resolve. Some underwriters also expressed the private opinion that ARF had been uncommonly demanding in its approach to the ARB work. They noted, too, that two of the three network-underwriters had signed for ARB's coverage service, of which county figures are a part.

There also was a feeling that the differences between the ARB and Nielsen counts, even the reversals shown by ARB, would not have great statistical significance on an overall basis. Others thought the probable differences (ARB's had not been generally circulated last week) should be taken more seriously. But there was one point of agreement: The best figures will be those of the Census Bureau, available in a year.

In the meantime, the industry has two sets to choose from; for easy comparison, they are presented side-by-side starting on page 71.

The newest states

Trying to sell ice-boxes in Alaska or foot-warmers in Hawaii? American Research Bureau's new tv-homes estimates give you an idea of how many homes can get your advertising messages by television in those areas. ARB claims they're the first such estimates for the two newest states.

The ARB report estimates that 25,100 or 86% of the homes in Anchorage, Fairbanks and Juneau and in the immediate vicinities of those Alaskan cities are tv-equipped. Hawaii's tv-homes total is estimated at 134,400 or 85% of total homes. Full report on both states on page 88.

A Special Message
to Dresser-Ideco
Guyed Tower Owners

How to build a TALLER TOWER and save 20%

Now you can raise your antenna height as much as 750′ and do the job for about 20% less than the cost of building an entirely new tower.

A new Dresser-Ideco engineering development makes this possible. We're now able to use sections of your present guyed tower, together with new sections, to create a taller tower at a considerable saving. You need never be off the air while the height increase is being made, and when you're through you'll have a standby tower left.

In one case, for example, we plan to increase a 1000′ tower to 1675′, keep the station on the air throughout the change-over, and leave a 400′ standby tower in the bargain. The complete cost for doing this job is $59,000 less, or 20% less, than it would cost to build an entirely new tower.

For some stations, the saving will be proportionately more. In almost no case will it be any less. The exact amount will vary with the height change, wind load, and type of antenna involved.

In any case, if you own a Dresser-Ideco guyed tower and want all the advantages of increased antenna height, this new Dresser-Ideco development is worth investigating. It won't cost you a penny to do so.

Let us show you the exact cost comparison for your station. Call or write us now . . . Dresser-Ideco Company, Tower Division, 875 Michigan Avenue, Columbus 15, Ohio. (Branch: 8909 South Vermont Ave., Los Angeles 44, Calif.)

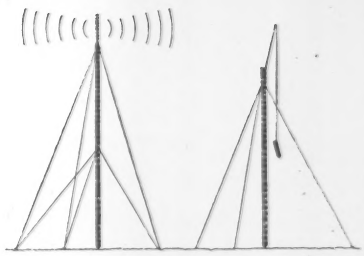
Dresser-Ideco Company

DRESSER IDECO ®

DRESSER INDUSTRIES INC.

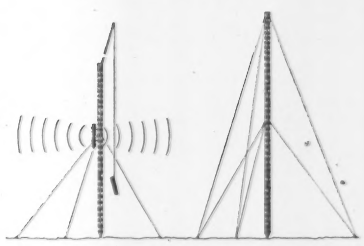
OIL • GAS • CHEMICAL
ELECTRONIC • INDUSTRIAL

1



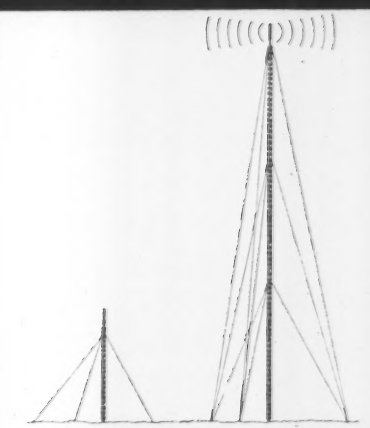
STEP 1 You're always on the air during change-over to a taller tower. Operations continue from present tower and antenna while new tower sections are erected on new foundations.

2



STEP 2 Standby antenna is side-mounted on present tower. Operations switch to, and continue from, this side-mounted antenna while top sections of present tower are dismantled and re-erected on top of new tower.

3



STEP 3 Antenna and lines are erected on new tower. Station switches to new operation. Standby tower remains for future use.

SYLVANIA HIGH-POWER TUBES

QUICK GUIDE TO POPULAR SYLVANIA HIGH-POWER TUBES FOR VHF

TRIODES			TETRODES		
Type	Max. Plate Dissipation (Watts)	Max. Freq. (Mc)	Type	Max. Plate Dissipation (Watts)	Max. Freq. (Mc)
357B	400	100	4-125A	125	120
5530	3,000	110	4-250A	250	110
5541	10,000	110	4-1000A	1,000	110
5681	75,000	110	4x500A	500	120
5736	2,500	60	6166	10,000	60
6256	5,000	110	7007	10,000	220
6257	5,000	110			
6258	3,000	110			

Pick a tube, any tube—every one's a winner! Every one's a Sylvania High-Power Tube. They're wizards at "finessing" time, stretching out tube life. Sylvania Tube longevity means lower tube costs per hour of operation, reduced maintenance time—maximum assurance of on-air continuity.

Pick a winner from your Sylvania Industrial Tube Distributor. He can deliver from one of the widest lines of high-power tubes available—tubes for AM, FM, VHF, and UHF. Ask him, too, for your copy of the informative "Sylvania Industrial Tubes" booklet. Or, write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 125, 1100 Main Street, Buffalo, N.Y.

SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**

TV HOMES: THE ARB AND NIELSEN VERSIONS

The buyers and sellers of television time now have two different sets of figures to measure the same thing—the percentage of television penetration and number of television homes in each county in the U.S.

Both sets of figures bear the same date—January 1960—but they vary dramatically in some counties, and they were obtained by different means.

The American Research Bureau's, being released today (June 20), are based on a minimum of about 200 telephone interviews per county except in the case of counties to be "clustered," in which case the minimum was 100 interviews per county ("clustered" counties are adjacent and homogeneous counties first totaled in groups of two each). ARB says the homes were selected carefully to make the sample representative, and that the number of interviews throughout the U.S. totaled almost 500,000.

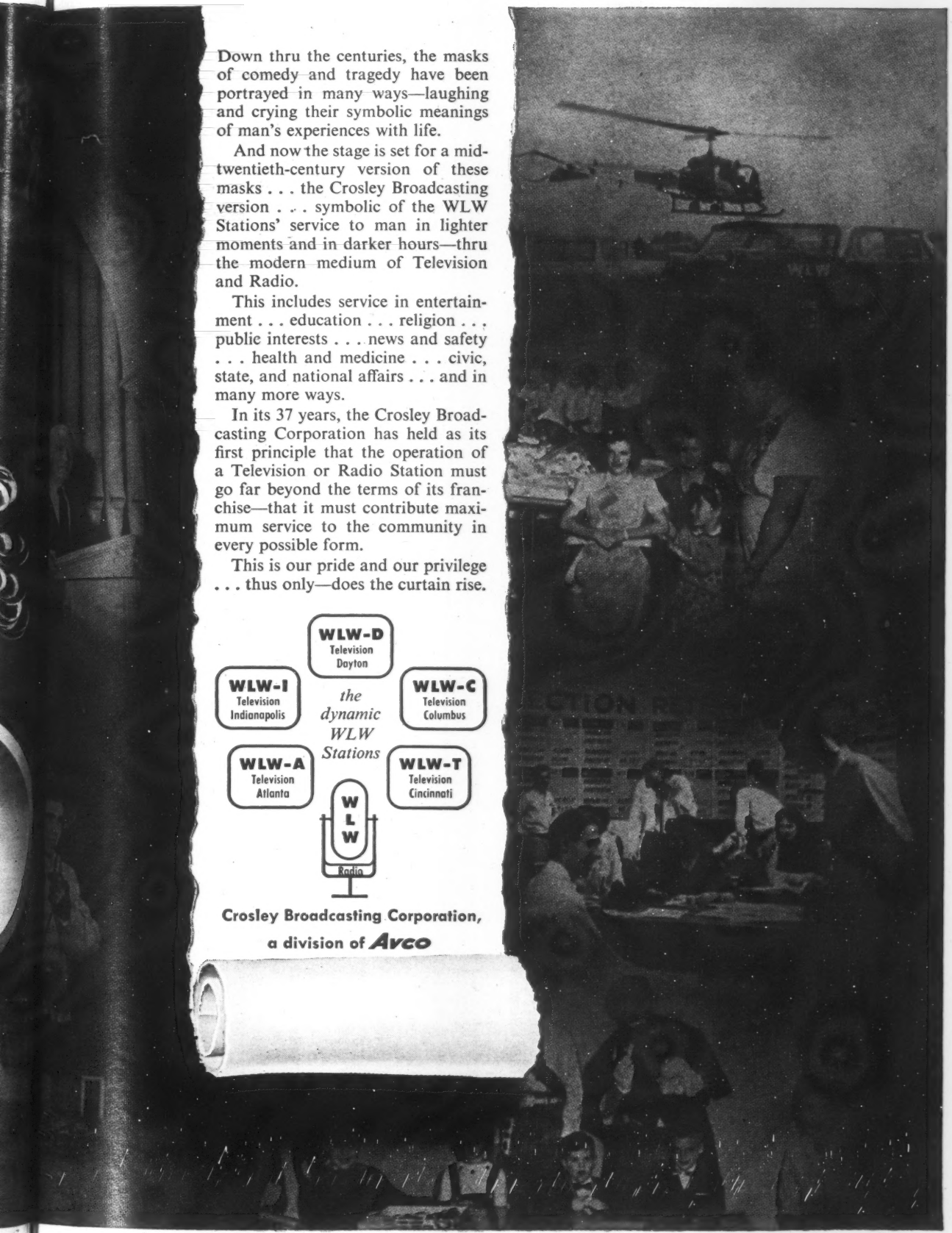
Regional television estimates of the U.S. Census Bureau, plus updated telephone ownership estimates from AT&T, were then applied to eliminate differences in tv penetration as between telephone and non-telephone homes and produce the results reprinted below.

The Nielsen estimates, released a week earlier (BROADCASTING, June 13), represent a second updating of the base figures published in the Nielsen company's Nielsen Coverage Study No. 3 in 1958. Television growth patterns, based on information compiled "in the maintenance and recruiting of thousands of homes for Nielsen research operations," were applied to former non-owners of television, county by county, to make current estimates.

Both ARB and Nielsen use *Sales Management* estimates of total homes.

Here, for the convenience of BROADCASTING readers, the ARB and Nielsen estimates are reproduced side by side.

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes	ARB % Tv Homes	ARB Tv Homes
ALABAMA					
Autauga	4,100	57	2,320	70	2,900
Baldwin	12,600	82	10,300	64	8,100
Barbour	6,400	55	3,500	65	4,200
Bibb	3,600	64	2,300	58	2,100
Blount	6,900	75	5,210	61	4,200
Bullock	3,200	59	1,890	56	1,800
Butler	5,700	61	3,470	66	3,700
Calhoun	25,100	80	20,070	75	18,800
Chambers	9,300	69	6,440	56	5,200
Cherokee	4,000	71	2,830	77	3,100
Chilton	6,700	65	4,380	64	4,300
Choctaw	4,300	54	2,330	75	3,200
Clarke	5,900	56	3,310	61	3,600
Clay	3,200	62	1,970	62	2,000
Cleburne	2,800	71	1,980	57	1,600
Coffee	9,600	60	5,790	64	6,100
Colbert	12,100	58	7,000	69	8,300
Conecuh	4,200	57	2,390	56	2,300
Coosa	2,000	61	1,230	56	1,100
Covington	9,300	60	5,590	64	5,900
Crenshaw	3,600	63	2,270	61	2,200
Cullman	12,000	87	10,470	65	7,800
Dale	5,900	61	3,610	60	3,500
Dallas	14,400	66	9,500	69	9,900
De Kalb	11,300	64	7,240	70	7,900
Elmore	6,600	69	4,520	62	4,100
Escambia	7,800	69	5,360	69	5,400
Etowah	27,200	79	21,610	71	19,200
Fayette	4,100	62	2,560	58	2,400
Franklin	5,900	63	3,690	57	3,400
Geneva	6,000	54	3,230	59	3,600
Greene	3,200	52	1,680	69	2,200
Hale	4,300	53	2,260	45	1,900
Henry	4,100	57	2,350	66	2,700
Houston	14,400	70	10,100	72	10,400
Jackson	8,800	66	5,760	62	5,500
Jefferson	179,500	90	161,390	80	144,200
Lamar	3,800	66	2,500	57	2,200
Lauderdale	16,500	59	9,650	70	11,500
Lawrence	6,300	64	4,060	57	3,600
Lee	11,200	68	7,620	68	7,600
Limestone	9,400	66	6,200	57	5,400
Lowndes	3,000	56	1,690	55	1,600
Macon	4,900	62	3,060	61	3,000
Madison	27,800	67	18,560	71	19,800
Marengo	6,700	58	3,860	59	4,000
Marion	6,000	59	3,540	63	3,800
Marshall	13,100	70	9,140	73	9,600
Mobile	78,200	88	69,030	77	60,200
Monroe	5,700	54	3,090	64	3,600
Montgomery	46,400	87	40,300	75	34,800
Morgan	14,500	79	11,410	66	9,600
Perry	3,900	64	2,500	52	2,000
Pickens	5,100	58	2,970	63	3,200
Pike	7,000	63	4,410	64	4,500
Randolph	5,000	64	3,190	65	3,300
Russell	11,600	74	8,620	70	8,200
Saint Clair	6,000	76	4,530	67	4,000
Shelby	8,200	86	7,060	66	5,400
Sumter	3,900	57	2,240	52	2,000
Talladega	16,400	81	13,270	76	12,400
Tallapoosa	8,700	69	5,990	69	6,000
Tuscaloosa	25,500	80	20,400	65	16,500
Walker	13,000	88	11,410	72	9,300
Washington	2,600	54	1,410	61	1,600
Wilcox	4,500	54	2,430	55	2,500
Winston	3,600	61	2,190	63	2,300
State Total	838,600	76	638,230	71	592,300
ARIZONA					
Apache	6,100	46	2,810	47	2,800
Cochise	11,600	62	7,140	70	8,100
Coconino	9,300	52	4,860	74	6,900
Gila	6,700	66	4,390	76	5,100
Graham	3,300	58	1,910	66	2,200
Greenlee	3,100	58	1,800	70	2,200
Maricopa	182,800	91	165,930	84	154,200
Mohave	2,100	46	960	66	1,400
Navajo	9,500	47	4,420	66	6,300
Pima	80,500	90	72,490	85	68,100
Pinal	17,300	86	14,890	75	13,000
Santa Cruz	3,400	61	2,070	66	2,300
Yavapai	7,400	53	3,910	67	4,900
Yuma	14,100	74	10,360	77	10,800
State Total	357,200	83	297,940	81	288,300
ARKANSAS					
Arkansas	5,300	74	3,920	75	4,000
Ashley	5,900	65	3,860	75	4,400
Baxter	2,300	52	1,200	65	1,500
Benton	10,200	63	6,450	62	6,300
Boone	4,000	63	2,500	76	3,000
Bradley	3,100	62	1,930	66	2,100
Calhoun	1,300	63	810	69	900
Carroll	3,200	59	1,870	66	2,100
Chicot	5,300	65	3,470	73	3,900
Clark	5,100	66	3,370	77	3,900
Clay	5,700	63	3,580	71	4,000
Cleburne	2,000	53	1,050	70	1,400
Cleveland	1,600	62	1,000	64	1,000
Columbia	6,800	65	4,440	82	5,600
Conway	3,600	66	2,370	71	2,600
Craighead	11,800	81	9,570	76	9,000
Crawford	5,900	61	3,580	68	4,000
Crittenden	11,600	77	8,980	70	8,100
Cross	4,700	69	3,240	69	3,200
Dallas	3,000	66	1,990	69	2,100
Desha	5,300	61	3,250	73	3,900
Drew	3,500	64	2,240	75	2,600
Faulkner	5,800	68	3,930	78	4,500
Franklin	2,400	59	1,420	50	1,200
Fulton	2,000	60	1,200	53	1,100
Garland	14,700	78	11,420	76	11,100
Grant	2,200	64	1,410	74	1,600
Greene	6,300	63	3,960	70	4,400
Hempstead	4,800	61	2,940	66	3,200
Hot Spring	5,900	64	3,790	67	3,900
Howard	2,400	70	1,670	69	1,700
Independence	5,800	66	3,820	72	4,200
Izard	2,100	53	1,110	62	1,300
Jackson	7,400	66	4,870	71	5,200
Jefferson	23,600	73	17,290	75	17,800
Johnson	3,600	60	2,150	62	2,200
Lafayette	2,700	61	1,650	71	1,900
Lawrence	4,300	68	2,930	55	2,400
Lee	4,600	68	3,110	62	2,800
Lincoln	3,200	64	2,040	67	2,100
Little River	2,400	70	1,670	74	1,800
Logan	3,800	59	2,240	59	2,200
Lonoke	5,700	74	4,230	75	4,300
Madison	2,700	59	1,580	51	1,400
Marion	1,300	57	740	53	700
Miller	9,700	85	8,240	78	7,600
Mississippi	17,200	79	13,560	75	12,900
Monroe	4,000	68	2,700	59	2,400
Montgomery	1,500	61	920	66	1,000
Nevada	2,300	66	1,520	67	1,500
Newton	1,300	59	760	65	800
Ouachita	8,200	67	5,490	75	6,100
Perry	1,300	70	910	66	900
Phillips	11,900	69	8,260	66	7,800
Pike	2,000	61	1,220	64	1,300
Poinsett	6,900	78	5,380	69	4,800
Polk	3,100	61	1,890	69	2,100
Pope	6,100	60	3,650	64	3,900
Prairie	2,800	74	2,080	66	1,800
Pulaski	78,100	82	64,320	80	62,700
Randolph	3,000	60	1,800	64	1,900
St. Francis	8,700	73	6,360	67	5,900
Saline	6,900	70	4,820	79	5,500
Scott	1,800	59	1,060	61	1,100
Searcy	2,400	56	1,340	62	1,500
Sebastian	18,500	84	15,630	80	14,900
Sevier	2,400	69	1,660	78	1,900
Sharp	1,700	53	900	60	1,000
Stone	1,600	52	840	64	1,000
Union	13,900	73	10,090	79	11,000
Van Buren	1,900	66	1,250	68	1,300
Washington	14,900	68	10,100	63	9,400
White	10,500	69	7,270	68	7,200
Woodruff	3,500	69	2,410	82	2,900
Yell	3,100	59	1,830	80	2,500
State Total	482,100	71	344,100	72	349,200
CALIFORNIA					
Alameda	293,600	90	264,240	91	266,300
Alpine	100	66	70	68	70
Amador	2,900	71	2,050	85	2,500
Butte	25,300	81	20,550	84	21,200



Down thru the centuries, the masks of comedy and tragedy have been portrayed in many ways—laughing and crying their symbolic meanings of man's experiences with life.

And now the stage is set for a mid-twentieth-century version of these masks . . . the Crosley Broadcasting version . . . symbolic of the WLW Stations' service to man in lighter moments and in darker hours—thru the modern medium of Television and Radio.

This includes service in entertainment . . . education . . . religion . . . public interests . . . news and safety . . . health and medicine . . . civic, state, and national affairs . . . and in many more ways.

In its 37 years, the Crosley Broadcasting Corporation has held as its first principle that the operation of a Television or Radio Station must go far beyond the terms of its franchise—that it must contribute maximum service to the community in every possible form.

This is our pride and our privilege . . . thus only—does the curtain rise.

WLW-D Television Dayton

WLW-I Television Indianapolis

WLW-C Television Columbus

the dynamic WLW Stations

WLW-A Television Atlanta

WLW-T Television Cincinnati

W L W Radio

Crosley Broadcasting Corporation,

a division of Avco

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes	ARB % Tv Homes	ARB Tv Homes
Calaveras	3,000	71	2,130	80	2,400
Colusa	3,200	71	2,280	85	2,700
Contra Costa	114,400	91	104,340	99	113,800
Del Norte	7,300	61	4,480	81	5,900
Eldorado	7,600	71	5,380	78	5,900
Fresno	107,100	87	93,010	93	100,000
Glenn	4,000	71	2,830	89	3,600
Humboldt	31,000	84	26,150	85	26,400
Imperial	18,800	74	13,980	77	14,400
Inyo	4,300	55	2,360	69	3,000
Kern	82,500	88	72,620	95	78,000
Kings	13,600	89	12,140	81	11,100
Lake	4,000	71	2,840	71	2,800
Lassen	4,300	57	2,470	68	2,900
Los Angeles	1,988,600	92	1,838,360	95	1,880,800
Madera	11,600	88	10,260	81	9,400
Marin	43,100	89	38,230	92	39,700
Mariposa	1,400	71	990	80	1,100
Mendocino	14,500	66	9,550	74	10,700
Merced	26,300	83	21,900	85	22,300
Modoc	2,300	57	1,320	70	1,600
Mono	800	70	560	78	620
Monterey	55,400	87	48,150	82	45,500
Napa	18,500	72	13,270	84	15,500
Nevada	5,800	68	3,920	66	3,800
Orange	231,400	92	212,750	94	218,100
Placer	15,600	83	12,940	82	12,800
Plumas	3,000	71	2,120	77	2,300
Riverside	91,500	85	78,210	91	83,200
Sacramento	146,600	89	131,130	95	138,900
San Benito	4,500	77	3,450	85	3,800
San Bernardino	152,300	89	135,300	90	137,300
San Diego	290,200	91	264,840	95	275,100
San Francisco	275,000	91	248,900	88	241,000
San Joaquin	74,000	89	65,510	93	68,900
San Luis Obispo	24,100	77	18,670	84	20,200
San Mateo	130,200	92	119,710	98	127,300
Santa Barbara	47,400	86	40,970	85	40,200
Santa Clara	188,600	90	169,020	94	176,900
Santa Cruz	27,600	87	23,930	87	24,000
Shasta	16,500	69	11,400	84	13,900
Sierra	600	67	400	74	440
Siskiyou	9,600	64	6,110	80	7,700
Solano	36,700	89	32,480	96	35,400
Sonoma	48,400	86	41,840	84	40,600
Stanislaus	45,300	84	38,180	84	38,300
Sutter	9,400	72	6,800	77	7,200
Tehama	7,500	75	5,610	80	6,000
Trinity	2,900	75	2,170	67	1,900
Tulare	44,100	88	38,650	85	37,500
Tuolumne	4,700	71	3,320	78	3,700
Ventura	53,000	91	48,180	88	46,700
Yolo	17,400	75	13,020	80	14,000
Yuba	7,900	69	5,440	89	7,000
State Total	4,901,300	90	4,401,480	92	4,524,270
COLORADO					
Adams	23,400	94	22,010	79	18,600
Alamosa	2,400	47	1,140	76	1,800
Arapahoe	31,500	89	28,170	91	28,600
Archuleta	800	52	420	70	560
Baca	1,700	51	860	60	1,000
Bent	2,200	51	1,120	65	1,400
Boulder	19,500	90	17,540	89	17,400
Chaffee	2,500	63	1,570	76	1,900
Cheyenne	800	50	400	57	460
Clear Creek	1,000	69	690	77	800
Conejos	2,000	47	950	77	1,500
Costilla	1,000	54	540	65	600
Crowley	1,000	70	700	81	800
Custer	300	66	200	55	170
Delta	4,800	61	2,940	66	3,200
Denver	170,600	92	157,770	90	152,800
Dolores	600	55	330	63	380
Douglas	1,200	66	790	86	1,000
Eagle	1,000	60	600	45	500
Elbert	900	65	580	73	660
El Paso	35,800	84	29,900	86	30,900
Fremont	5,000	66	3,300	78	3,900
Garfield	4,000	45	1,810	59	2,400
Gilpin	300	70	210	79	240
Grand	1,300	59	770	57	700
Gunnison	1,700	47	800	64	1,100
Hinsdale	200	50	100	77	150
Huerfano	2,400	53	1,280	61	1,500
Jackson	700	59	420	66	460
Jefferson	34,200	92	31,310	76	25,900
Kiowa	700	51	350	52	360
Kit Carson	2,400	50	1,200	55	1,300
Lake	2,300	63	1,450	61	1,400
La Plata	5,000	54	2,720	78	3,900
Larimer	16,000	87	13,930	86	13,800
Las Animas	7,000	54	3,750	61	4,300
Lincoln	1,400	65	910	67	900
Logan	5,300	75	3,960	80	4,200
Mesa	16,400	74	12,200	80	13,100
Mineral	200	52	100	48	100
Moffat	1,800	47	850	58	1,000
Montezuma	4,200	54	2,280	68	2,900
Montrose	5,100	59	3,030	80	4,100
Morgan	6,000	77	4,640	92	5,500
Otero	7,800	70	5,460	78	6,100
Ouray	700	59	420	64	450
Park	400	62	250	69	280
Phillips	1,200	51	610	77	900
Pitkin	1,300	48	620	73	1,000
Prowers	4,100	51	2,090	56	2,300
Pueblo	32,400	84	27,060	87	28,100
Rio Blanco	1,300	45	590	51	700
Rio Grande	3,000	48	1,430	53	1,600
Routt	2,100	47	1,000	40	800
Saguache	1,000	48	480	71	700
San Juan	300	56	170	76	230
San Miguel	800	60	480	72	580
Sedgwick	1,400	52	720	85	1,200
Summit	500	59	300	71	360
Teller	700	63	440	74	520
Washington	2,200	72	1,580	72	1,600
Weld	21,600	91	19,590	84	18,200
Yuma	3,200	51	1,640	68	2,200
State Total	514,600	83	425,520	83	426,060
CONNECTICUT					
Fairfield	185,500	93	171,940	97	179,100
Hartford	191,900	93	177,600	94	180,500
Litchfield	33,400	93	30,930	91	30,600
Middlesex	23,200	93	21,470	90	21,000
New Haven	184,900	93	171,660	96	178,100
New London	52,200	92	48,160	96	49,900
Tolland	16,200	92	14,950	86	13,900
Windham	20,400	92	18,840	90	18,300
State Total	707,700	93	655,550	95	671,400
DELAWARE					
Kent	17,800	91	16,170	92	16,300
New Castle	87,600	93	81,090	96	83,700
Sussex	21,500	91	19,590	82	17,700
State Total	126,900	92	116,850	93	117,700
DISTRICT OF COLUMBIA					
Dis. of Col.	243,500	92	223,900	87	212,600
FLORIDA					
Alachua	19,700	69	13,520	72	14,300
Baker	1,300	80	1,040	76	1,000
Bay	18,200	77	14,000	81	14,700
Bradford	3,300	79	2,620	74	2,400
Brevard	33,500	73	24,530	86	28,800
Broward	91,700	90	82,640	91	83,100
Calhoun	2,100	62	1,300	66	1,400
Charlotte	3,200	72	2,310	82	2,600
Citrus	2,100	58	1,220	73	1,500
Clay	4,800	77	3,720	81	3,900
Collier	5,800	72	4,190	72	4,200
Columbia	5,200	64	3,330	78	4,000
Dade	281,500	91	255,100	90	254,000
De Soto	2,900	58	1,690	79	2,300
Dixie	1,000	62	620	73	700
Duval	127,400	87	111,450	88	112,200
Escambia	47,300	83	39,070	82	38,800
Flagler	1,800	73	1,320	84	1,500
Franklin	2,000	47	930	64	1,300
Gadsden	10,800	60	6,430	71	7,700
Gilchrist	700	63	440	69	480
Glades	800	63	500	74	590
Gulf	2,900	62	1,800	82	2,400
Hamilton	2,100	64	1,340	70	1,500
Hardee	3,800	58	2,220	79	3,000
Hendry	2,100	63	1,320	79	1,700
Hernando	3,000	58	1,750	81	2,400
Highlands	6,200	63	3,890	81	5,000
Hillsborough	120,800	88	106,280	90	108,600
Holmes	3,100	57	1,780	64	2,000
Indian River	7,100	61	4,320	77	5,500
Jackson	9,400	58	5,470	72	6,800
Jefferson	2,600	57	1,470	74	1,900
Lafayette	700	62	430	63	440
Lake	16,600	74	12,220	82	13,500
Lee	14,300	72	10,290	82	11,800
Leon	20,000	56	11,220	76	15,300
Levy	3,000	58	1,750	62	1,900
Liberty	800	45	360	61	490
Madison	3,500	57	1,990	74	2,600
Manatee	19,300	80	15,470	88	17,000
Marion	14,900	66	9,860	84	12,500
Martin	4,800	61	2,930	82	4,000
Monroe	16,400	75	12,320	90	14,700
Nassau	4,000	81	3,230	83	3,300
Okaloosa	16,700	69	11,550	81	13,600
Okeechobee	1,400	68	960	80	1,100
Orange	82,800	86	71,140	89	73,800
Osceola	6,100	68	4,140	84	5,100
Palm Beach	79,000	86	67,900	85	66,800
Pasco	10,100	61	6,200	76	7,700
Pinellas	116,000	85	98,750	85	99,000
Polk	56,600	79	44,680	80	45,400
Putnam	9,300	73	6,770	82	7,600
St. Johns	9,700	77	7,500	85	8,300
St. Lucie	9,700	61	5,920	82	8,000
Santa Rosa	7,000	69	4,840	76	5,300
Sarasota	22,100	66	14,540	89	19,700
Seminole	13,500	65	8,790	87	11,800
Sumter	3,300	61	2,020	78	2,600
Suwannee	3,700	64	2,370	76	2,800
Taylor	4,100	57	2,340	76	3,100
Union	1,100	80	880	74	800
Volusia	39,300	66	25,930	84	33,100
Wakulla	1,400	47	660	69	1,000
Walton	4,100	57	2,340	72	2,900
Washington	3,000	51	1,540	58	1,700
State Total	1,448,500	81	1,177,140	86	1,241,000
GEORGIA					
Appling	3,000	56	1,690	57	1,700
Atkinson	1,500	57	850	54	800
Bacon	2,300	74	1,700	63	1,400
Baker	1,200	56	670	71	900
Baldwin	5,300	62	3,280	73	3,900
Banks	1,500	75	1,130	71	1,100
Barrow	3,500	76	2,650	73	2,500
Bartow	6,600	88	5,830	82	5,400
Ben Hill	3,600	57	2,030	56	2,000
Berrien	3,200	57	1,830	65	2,100
Bibb	40,000	80	31,890	88	35,100
Bleckley	2,200	66	1,450	79	1,700
Brantley	1,400	58	810	58	800
Brooks	3,600	48	1,750	68	2,400
Bryan	1,000	64	640	74	700
Bulloch	6,200	61	3,750	87	5,400
Burke	5,800	60	3,490	70	4,100
Butts	2,400	81	1,940	72	1,700
Calhoun	2,900	57	1,650	68	2,000
Camden	2,000	73	1,450	76	1,500
Candler	1,900	59	1,130	77	1,500
Carroll	9,600	87	8,380	73	7,000
Catoosa	4,800	80	3,860	77	3,700
Charlton	1,300	73	950	74	1,000
Chatham	53,900	87	46,730	88	47,300
Chattahoochee	2,400	76	1,820	80	1,900

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes	ARB % Tv Homes	ARB Tv Homes
Chattooga	5,400	79	4,260	80	4,300
Cherokee	5,300	83	4,400	80	4,200
Clarke	10,900	77	8,440	84	9,100
Clay	1,100	62	680	65	700
Clayton	12,600	90	11,350	84	10,500
Clinch	1,600	60	970	70	1,100
Cobb	29,900	92	27,530	91	27,100
Coffee	6,500	57	3,720	73	4,700
Colquitt	8,400	65	5,430	73	6,200
Columbia	2,300	79	1,820	80	1,800
Cook	3,000	48	1,450	67	2,000
Coweta	7,400	77	5,680	86	6,400
Crawford	1,300	67	870	68	900
Crisp	4,600	66	3,040	73	3,400
Dade	1,800	79	1,420	63	1,100
Dawson	900	82	740	74	670
Decatur	7,100	54	3,810	80	5,700
De Kalb	64,400	91	58,770	89	57,100
Dodge	3,800	66	2,520	69	2,600
Dooly	2,900	66	1,920	69	2,000
Dougherty	16,500	78	12,890	83	13,800
Douglas	3,200	87	2,800	82	2,600
Early	3,200	54	1,720	70	2,200
Echols	500	60	300	75	380
Effingham	1,900	60	1,150	76	1,400
Elbert	4,300	75	3,240	77	3,300
Emanuel	4,400	55	2,420	69	3,000
Evans	1,700	64	1,080	81	1,400
Fannin	3,500	63	2,210	65	2,300
Fayette	1,300	90	1,180	70	900
Floyd	18,500	82	15,220	85	15,600
Forsyth	3,000	83	2,480	74	2,200
Franklin	3,100	75	2,320	77	2,400
Fulton	163,700	91	148,820	91	149,400
Gilmer	2,200	80	1,770	62	1,400
Glascock	500	72	360	67	340
Glynn	10,500	75	7,860	80	8,400
Gordon	4,800	80	3,860	77	3,700
Grady	4,800	54	2,570	75	3,600
Greene	2,600	64	1,670	65	1,700
Gwinnett	9,400	81	7,610	88	8,300
Habersham	4,500	72	3,240	73	3,300
Hall	11,700	91	10,610	81	9,400
Hancock	2,100	62	1,300	70	1,500
Haralson	3,300	87	2,890	82	2,700
Harris	2,700	72	1,950	60	1,600
Hart	3,700	76	2,800	73	2,700
Heard	1,500	77	1,160	67	1,000
Henry	3,900	86	3,360	80	3,100
Houston	9,100	79	7,200	87	7,900
Irwin	2,500	57	1,420	64	1,600
Jackson	4,300	76	3,260	74	3,200
Jasper	1,400	75	1,040	74	1,000
Jeff Davis	3,200	56	1,800	53	1,700
Jefferson	4,200	72	3,020	68	2,800
Jenkins	2,500	60	1,510	74	1,900
Johnson	2,200	59	1,290	62	1,400
Jones	1,800	62	1,110	71	1,300
Lamar	2,500	81	2,020	77	1,900
Lanier	1,400	60	840	66	900
Laurens	7,700	74	5,680	73	5,600
Lee	1,500	64	960	71	1,100
Liberty	2,600	64	1,660	74	1,900
Lincoln	1,200	74	890	75	900
Long	900	57	510	71	640
Lowndes	13,100	62	8,140	78	10,200
Lumpkin	1,400	63	880	63	900
Mc Duffie	3,100	79	2,450	77	2,400
Mc Intosh	1,600	64	1,020	64	1,000
Macon	3,000	66	1,990	63	1,900
Madison	2,500	75	1,870	65	1,600
Marion	1,400	66	930	73	1,000
Meriwether	5,500	74	4,080	68	3,800
Miller	1,800	54	960	62	1,100
Mitchell	5,500	54	2,950	72	4,000
Monroe	2,600	81	2,100	82	2,100
Montgomery	1,600	55	890	59	900
Morgan	2,600	74	1,930	72	1,900
Murray	2,600	80	2,090	64	1,700
Muscogee	42,800	90	38,710	86	36,700
Newton	4,600	86	3,970	79	3,600
Oconee	1,500	75	1,120	70	1,000
Oglethorpe	1,900	64	1,210	68	1,300
Paulding	2,900	87	2,530	77	2,200
Peach	3,100	66	2,060	72	2,200
Pickens	2,200	83	1,830	68	1,500
Pierce	2,400	58	1,390	77	1,800
Pike	1,600	74	1,190	76	1,200
Polk	8,400	87	7,350	78	6,500
Pulaski	2,100	66	1,390	75	1,600
Putnam	1,700	62	1,050	75	1,300
Quitman	400	63	250	70	280
Rabun	1,700	72	1,230	74	1,300
Randolph	2,800	63	1,750	69	1,900
Richmond	41,900	84	35,150	87	36,400
Rockdale	2,200	86	1,900	78	1,700
Schley	900	67	600	70	630
Screven	4,400	60	2,640	76	3,400
Seminole	2,000	54	1,080	78	1,600
Spalding	8,600	91	7,860	87	7,500
Stephens	4,400	72	3,180	79	3,500
Stewart	1,800	66	1,200	63	1,100
Sumter	5,600	64	3,590	73	4,100
Talbot	1,900	72	1,370	70	1,300
Taliaferro	900	73	660	66	590
Tattnall	3,700	59	2,180	70	2,600
Taylor	2,100	66	1,390	70	1,500
Telfair	2,900	57	1,640	64	1,900
Terrell	3,200	64	2,060	65	2,100
Thomas	9,800	65	6,330	79	7,700
Tift	6,200	57	3,560	69	4,300
Toombs	3,700	59	2,180	68	2,500
Towns	1,100	63	690	61	700
Treutlen	1,400	55	770	62	900
Troup	12,600	81	10,260	85	10,700
Turner	2,500	57	1,430	73	1,800
Twiggs	1,500	58	880	74	1,100
Union	1,700	63	1,070	74	1,300
Upson	6,200	72	4,480	83	5,100
Walker	10,200	80	8,160	90	9,100
Walton	4,900	74	3,610	75	3,700
Ware	9,300	76	7,060	87	8,000
Warren	1,900	72	1,370	63	1,200
Washington	6,700	58	3,920	63	4,200
Wayne	4,000	57	2,270	70	2,800
Webster	700	67	470	70	490
Wheeler	1,100	57	630	52	600
White	1,700	63	1,060	71	1,200
Whitfield	10,700	89	9,540	82	8,800
Wilcox	2,200	66	1,450	72	1,600
Wilkes	2,800	73	2,050	70	2,000
Wilkinson	2,100	59	1,230	77	1,600
Worth	4,200	57	2,400	67	2,800
State Total	1,024,400	79	809,900	81	833,520
IDAHO					
Ada	27,000	89	24,050	86	23,300
Adams	900	64	570	62	560
Bannock	13,600	82	11,100	87	11,800
Bear Lake	1,800	68	1,220	87	1,600
Benewah	1,400	85	1,180	80	1,100
Bingham	7,500	79	5,940	85	6,400
Blaine	1,400	66	920	81	1,100
Boise	400	68	270	77	310
Bonner	4,500	83	3,730	77	3,500
Bonneville	11,900	87	10,320	89	10,600
Boundary	1,500	82	1,240	62	900
Butte	800	66	520	80	640
Camas	200	66	130	72	140
Canyon	18,100	76	13,770	83	15,000
Caribou	1,800	68	1,220	79	1,400
Cassia	4,000	67	2,670	81	3,300
Clark	200	83	170	87	170
Clearwater	2,100	75	1,570	73	1,500
Custer	900	52	460	66	590
Elmore	3,000	77	2,310	75	2,200
Franklin	2,300	67	1,540	78	1,800
Fremont	2,100	82	1,720	87	1,800
Gem	2,500	68	1,710	86	2,200
Gooding	2,700	66	1,790	79	2,100
Idaho	3,200	60	1,910	71	2,300
Jefferson	2,600	82	2,130	85	2,200
Jerome	3,100	67	2,060	88	2,700
Kootenai	9,200	85	7,800	86	7,900
Latah	7,000	69	4,840	80	5,600
Lemhi	1,900	51	960	58	1,100
Lewis	1,200	69	830	77	900
Lincoln	1,000	66	660	81	800
Madison	2,300	82	1,890	83	1,900
Minidoka	2,500	67	1,670	86	2,100
Nez Perce	7,600	69	5,250	83	6,300
Oneida	800	67	530	81	650
Owyhee	1,700	77	1,310	87	1,500
Payette	3,500	68	2,390	78	2,700
Power	900	67	600	87	780
Shoshone	6,200	72	4,450	84	5,200
Teton	700	82	580	87	610
Twin Falls	14,100	69	9,780	84	11,800
Valley	1,100	64	700	86	900
Washington	2,400	68	1,640	77	1,800
State Total	185,600	77	142,100	83	153,750
ILLINOIS					
Adams	21,200	92	19,590	88	18,700
Alexander	6,400	81	5,200	78	5,000
Bond	4,300	90	3,890	77	3,300
Boone	5,300	84	4,480	87	4,600
Brown	2,300	89	2,050	80	1,900
Bureau	12,800	91	11,640	86	11,100
Calhoun	2,000	89	1,780	71	1,400
Carroll	6,400	88	5,620	88	5,600
Cass	4,400	89	3,910	82	3,600
Champaign	34,200	91	31,170	78	26,600
Christian	12,800	90	11,480	89	11,400
Clark	5,600	85	4,750	82	4,600
Clay	5,800	75	4,370	76	4,400
Clinton	6,400	91	5,800	81	5,200
Coles	13,700	87	11,920	90	12,300
Cook	1,596,900	93	1,488,570	94	1,506,300
Crawford	6,700	85	5,690	85	5,700
Cumberland	3,400	85	2,880	66	2,300
De Kalb	15,100	93	13,970	92	13,800
De Witt	5,600	86	4,840	80	4,500
Douglas	6,400	85	5,440	87	5,500
Du Page	86,700	93	81,000	95	82,700
Edgar	7,800	85	6,630	86	6,700
Edwards	2,500	77	1,920	75	1,900
Effingham	6,900	86	5,910	79	5,500
Fayette	7,300	86	6,250	74	5,400
Ford	5,100	89	4,560	94	4,800
Franklin	14,800	81	12,020	73	10,800
Fulton	15,700	91	14,280	83	13,000
Gallatin	2,300	75	1,730	76	1,700
Greene	6,200	89	5,510	83	5,100
Grundy	6,600	91	6,030	84	5,500
Hamilton	3,700	75	2,770	68	2,500
Hancock	8,700	87	7,550	87	7,600
Hardin	1,800	77	1,380	74	1,300
Henderson	2,600	91	2,360	85	2,200
Henry	16,100	94	15,070	85	13,700
Iroquois	11,200	86	9,660	83	9,300
Jackson	13,100	87	11,460	81	10,600
Jasper	4,200	85	3,570	73	3,100
Jefferson	11,900	84	10,020	75	9,000
Jersey	5,300	89	4,710	76	4,000
Jo Daviess	7,000	88	6,140	83	5,800
Johnson	2,800	79	2,210	71	2,000
Kane	54,400	94	51,240	99	53,600
Kankakee	23,800	93	22,060	91	21,700
Kendall	4,500	91	4,120	92	4,100
Knox	18,700	92	17,270	86	16,100
Lake	74,000	95	70,230	97	71,400
La Salle	35,100	86	30,180	94	32,900
Lawrence	6,000	81	4,880	76	4,600
Lee	10,600	87	9,250	85	9,000
Livingston	13,700	87	11,870	80	10,900
Logan	9,200	92	8,430	81	7,500
McDonough	9,800	87	8,500	82	8,100
McHenry	21,700	93	20,140	99	21,500
McLean	28,300	87	24,630	87	24,600
Macon	37,100	90	33,520	95	35,100

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes	ARB % Tv Homes	ARB Tv Homes
Macoupin	14,500	91	13,190	82	11,900
Madison	69,900	92	64,390	93	64,900
Marion	13,700	90	12,350	85	11,600
Marshall	4,300	86	3,680	84	3,600
Mason	5,200	83	4,340	81	4,200
Massac	6,200	78	4,870	76	4,700
Menard	2,900	83	2,420	85	2,500
Mercer	5,800	91	5,250	89	5,200
Monroe	4,800	91	4,380	90	4,300
Montgomery	10,600	87	9,190	89	9,400
Morgan	11,000	88	9,670	79	8,700
Moultrie	4,300	86	3,700	80	3,400
Ogle	12,100	87	10,510	89	10,800
Peoria	62,300	93	57,750	92	57,600
Perry	6,500	86	5,580	81	5,300
Piatt	5,300	86	4,580	89	4,700
Pike	7,500	89	6,650	76	5,700
Pope	1,600	79	1,260	68	1,100
Pulaski	3,700	81	3,010	72	2,700
Putnam	1,300	85	1,110	81	1,100
Randolph	8,800	92	8,110	82	7,200
Richland	5,900	77	4,530	74	4,400
Rock Island	48,900	94	45,850	94	46,200
St. Clair	75,200	93	70,090	91	68,600
Saline	9,500	87	8,230	84	8,000
Sangamon	47,100	89	41,870	88	41,200
Schuyler	3,200	89	2,830	80	2,600
Scott	2,300	89	2,040	76	1,700
Shelby	8,300	86	7,130	84	7,000
Stark	2,600	86	2,230	87	2,300
Stephenson	14,400	92	13,230	85	12,200
Tazewell	29,000	94	27,130	92	26,500
Union	5,300	81	4,310	74	3,900
Vermilion	31,800	88	27,890	84	26,800
Wabash	4,300	81	3,500	80	3,400
Warren	8,300	90	7,500	86	7,100
Washington	4,700	86	4,030	71	3,300
Wayne	6,500	75	4,900	67	4,300
White	6,900	75	5,180	81	5,600
Whiteside	17,700	93	16,500	91	16,100
Will	51,400	93	47,810	92	47,100
Williamson	15,900	85	13,570	79	12,600
Winnebago	62,000	91	56,700	94	58,500
Woodford	8,200	86	7,030	80	6,500
State Total	3,106,600	92	2,848,170	91	2,839,600
INDIANA					
Adams	6,900	88	6,090	87	6,000
Allen	71,100	93	65,900	92	65,500
Bartholomew	14,800	93	13,780	87	12,800
Benton	3,400	89	3,040	84	2,800
Blackford	4,500	84	3,760	83	3,700
Boone	9,200	93	8,510	91	8,400
Brown	2,200	85	1,880	70	1,500
Carroll	5,700	86	4,880	83	4,700
Cass	12,200	92	11,230	76	9,300
Clark	19,900	93	18,410	91	18,100
Clay	8,400	84	7,080	82	6,900
Clinton	10,300	91	9,390	80	8,200
Crawford	2,700	84	2,270	71	1,900
Daviess	8,200	85	6,970	76	6,200
Dearborn	8,300	93	7,710	81	6,800
Decatur	6,000	90	5,370	84	5,000
DeKalb	9,300	91	8,490	91	8,500
Delaware	34,300	92	31,550	93	31,700
Dubois	7,300	83	6,040	85	6,200
Elkhart	31,700	88	27,780	77	24,300
Fayette	7,500	89	6,660	87	6,500
Floyd	16,100	93	15,010	92	14,900
Fountain	6,600	88	5,830	86	5,700
Franklin	4,700	89	4,170	72	3,400
Fulton	5,100	89	4,530	71	3,600
Gibson	10,100	86	8,650	81	8,200
Grant	23,300	92	21,440	80	18,700
Greene	9,000	91	8,190	81	7,300
Hamilton	11,100	93	10,300	89	9,900
Hancock	9,500	92	8,710	86	8,100
Harrison	5,700	86	4,900	71	4,100
Hendricks	12,200	91	11,040	91	11,100
Henry	15,800	89	14,070	87	13,700
Howard	20,200	93	18,800	91	18,400
Huntington	10,800	87	9,380	90	9,700
Jackson	9,300	86	7,960	86	8,000
Jasper	5,600	90	5,020	77	4,300
Jay	7,100	84	5,950	70	4,900
Jefferson	7,300	91	6,620	85	6,200
Jennings	5,000	90	4,500	80	4,000
Johnson	11,800	91	10,750	91	10,800
Knox	13,600	92	12,550	80	10,900
Kosciusko	13,300	88	11,650	86	11,500
LaGrange	5,100	85	4,320	69	3,500
Lake	144,600	93	135,070	91	131,100
La Porte	27,400	93	25,370	90	24,800
Lawrence	11,500	92	10,580	82	9,500
Madison	39,000	94	36,570	92	35,700
Marion	217,800	94	204,250	93	202,800
Marshall	10,000	89	8,870	83	8,300
Martin	3,500	85	2,970	70	2,400
Miami	11,000	84	9,240	72	7,900
Monroe	16,100	92	14,830	84	13,600
Montgomery	10,600	92	9,770	88	9,300
Morgan	9,900	92	9,150	88	8,700
Newton	3,900	90	3,490	87	3,400
Noble	8,600	91	7,860	82	7,100
Ohio	1,100	93	1,030	89	1,000
Orange	5,800	84	4,850	75	4,300
Owen	3,500	91	3,180	74	2,600
Parke	4,800	88	4,210	86	4,100
Perry	5,100	84	4,260	76	3,900
Pike	4,100	83	3,400	76	3,100
Porter	15,700	94	14,710	84	13,200
Posey	5,400	89	4,820	84	4,500
Pulaski	3,900	89	3,450	63	2,500
Putnam	7,000	84	5,910	81	5,700
Randolph	9,100	91	8,260	90	8,200
Ripley	6,800	90	6,120	78	5,300
Rush	6,500	90	5,830	89	5,800
St. Joseph	72,200	93	67,090	93	67,300
Scott	4,600	91	4,170	77	3,500
Shelby	10,700	92	9,820	91	9,800
Spencer	4,100	83	3,390	71	2,900
Starke	5,800	89	5,140	77	4,500
Steuben	6,000	85	5,080	88	5,300
Sullivan	6,800	87	5,900	83	5,700
Switzerland	2,000	93	1,860	84	1,700
Tippecanoe	25,800	88	22,680	77	20,000
Tipton	4,800	87	4,200	78	3,700
Union	1,800	89	1,610	78	1,400
Vanderburgh	56,100	89	50,170	90	50,200
Vermillion	5,900	88	5,170	82	4,800
Vigo	34,900	93	32,520	95	33,200
Wabash	10,500	84	8,780	87	9,100
Warren	2,500	88	2,200	78	2,000
Warrick	7,300	83	6,050	81	5,900
Washington	4,800	86	4,120	77	3,700
Wayne	23,100	90	20,800	88	20,300
Wells	6,400	88	5,640	82	5,200
White	6,700	86	5,740	86	5,800
Whitley	6,500	91	5,940	91	5,900
State Total	1,424,200	91	1,297,250	88	1,246,600
IOWA					
Adair	3,900	79	3,090	82	3,200
Adams	2,500	80	1,990	87	2,200
Allamakee	4,500	76	3,430	88	4,000
Appanoose	6,000	75	4,500	79	4,800
Audubon	3,300	94	3,110	88	2,900
Benton	7,700	94	7,250	93	7,200
Black Hawk	38,000	96	36,460	94	35,600
Boone	8,700	91	7,940	92	8,000
Bremer	6,100	87	5,310	85	5,200
Buchanan	5,900	96	5,650	93	5,500
Buena Vista	7,100	81	5,720	94	6,700
Butler	5,400	86	4,650	85	4,600
Calhoun	5,100	78	3,980	90	4,600
Carroll	6,800	93	6,300	87	5,900
Cass	6,200	94	5,830	93	5,800
Cedar	5,800	97	5,600	92	5,300
Cerro Gordo	16,700	96	15,980	91	15,300
Cherokee	5,200	93	4,840	89	4,600
Chickasaw	4,200	79	3,330	81	3,400
Clarke	3,200	68	2,180	79	2,500
Clay	5,200	76	3,950	88	4,600
Clayton	6,700	76	5,090	87	5,800
Clinton	17,500	97	16,980	95	16,600
Crawford	5,700	93	5,280	89	5,000
Dallas	7,600	92	6,970	90	6,800
Davis	3,200	81	2,610	86	2,800
Decatur	3,800	74	2,800	70	2,700
Delaware	5,200	96	4,990	87	4,500
Des Moines	15,600	96	14,930	90	14,000
Dickinson	4,000	76	3,040	87	3,500
Dubuque	22,000	93	20,450	88	19,400
Emmet	4,500	69	3,100	80	3,600
Fayette	8,500	82	6,970	90	7,600
Floyd	6,900	79	5,470	87	6,000
Franklin	5,200	88	4,570	88	4,600
Fremont	3,100	94	2,910	84	2,600
Greene	4,800	91	4,380	97	4,600
Grundy	4,600	90	4,150	93	4,300
Guthrie	4,300	92	3,940	95	4,100
Hamilton	6,800	95	6,480	90	6,100
Hancock	4,400	83	3,670	84	3,700
Hardin	7,100	95	6,760	97	6,900
Harrison	5,300	96	5,110	90	4,800
Henry	6,100	82	5,020	92	5,600
Howard	3,700	73	2,710	90	3,300
Humboldt	4,300	74	3,200	67	2,900
Ida	3,100	93	2,870	89	2,700
Iowa	4,900	84	4,110	91	4,500
Jackson	5,800	92	5,340	82	4,800
Jasper	10,900	96	10,450	82	8,900
Jefferson	5,700	82	4,690	94	5,300
Johnson	14,600	85	12,440	87	12,700
Jones	5,800	92	5,340	89	5,200
Keokuk	5,300	84	4,450	90	4,800
Kossuth	7,600	75	5,670	83	6,300
Lee	13,600	83	11,230	91	12,400
Linn	40,800	97	39,480	95	38,600
Louisa	3,000	84	2,520	93	2,800
Lucas	3,400	68	2,320	90	3,100
Lyon	4,100	93	3,790	80	3,300
Madison	4,500	91	4,080	92	4,200
Mahaska	7,800	79	6,190	88	6,900
Marion	7,900	94	7,450	78	6,200
Marshall	11,900	95	11,330	62	7,400
Mills	3,200	92	2,940	93	3,000
Mitchell	4,200	85	3,580	93	3,900
Monona	4,900	97	4,730	84	4,100
Monroe	3,000	75	2,240	83	2,500
Montgomery	5,700	92	5,250	77	4,400
Muscatine	10,500	97	10,170	92	9,700
Obrien	5,900	81	4,800	85	5,000
Osceola	2,700	81	2,200	86	2,300
Page	7,000	94	6,550	87	6,100
Palo Alto	4,400	69	3,020	88	39,000
Plymouth	6,800	93	6,290	93	6,400
Pocahontas	4,100	73	3,000	87	3,600
Polk	86,700	96	83,560	94	81,300
Pottawattamie	23,100	95	22,010	94	21,700
Poweshiek	6,100	79	4,830	95	5,800
Ringgold	2,800	81	2,270	85	2,400
Sac	5,500	81	4,430	86	4,700
Scott	37,000	97	35,920	91	33,700
Shelby	4,700	95	4,440	64	3,000
Sioux	7,000	93	6,480	88	6,200
Story	15,000	95	14,270	89	13,400
Tama	6,900	90	6,210	87	6,000
Taylor	3,800	81	3,070	60	2,300
Union	5,200	79	4,120	84	4,400
Van Buren	3,600	81	2,930	89	3,200
Wapello	16,500	82	13,570	90	14,900
Warren	6,100	91	5,540	89	5,500
Washington	6,900	84	5,800	88	6,100
Wayne	3,900	74	2,880	83	3,200
Webster	14,200	96	13,690	94	13,300
Winnebago	3,800	83	3,170	66	2,500
Winneshiek	6,100	74	4,490	79	4,800
Woodbury	33,700	97	32,620	93	31,300

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes	ARB % Tv Homes	ARB Tv Homes
Worth	3,400	85	2,910	90	3,100
Wright	6,300	88	5,550	86	5,400
State Total	859,800	90	775,950	89	766,900
KANSAS					
Allen	5,400	73	3,960	76	4,100
Anderson	2,900	66	1,930	75	2,200
Atchison	6,200	88	5,460	85	5,300
Barber	2,700	77	2,080	79	2,100
Barton	10,200	94	9,570	88	8,900
Bourbon	5,800	73	4,260	79	4,600
Brown	4,300	80	3,420	82	3,500
Butler	13,400	85	11,360	76	10,200
Chase	1,400	76	1,060	66	900
Chautauqua	2,200	65	1,430	78	1,700
Cherokee	7,400	75	5,570	78	5,800
Cheyenne	1,400	48	670	79	1,100
Clark	1,100	66	730	74	800
Clay	3,700	66	2,450	79	2,900
Cloud	4,600	60	2,780	67	3,100
Coffey	2,700	67	1,800	69	1,900
Comanche	1,000	78	780	75	700
Cowley	12,800	81	10,400	75	9,600
Crawford	12,900	81	10,490	82	10,500
Decatur	2,000	61	1,220	74	1,500
Dickinson	7,400	61	4,500	85	6,300
Doniphan	3,000	88	2,640	83	2,500
Douglas	10,600	78	8,250	81	8,600
Edwards	1,800	82	1,480	73	1,300
Elk	1,800	65	1,170	73	1,300
Ellis	5,400	75	4,050	83	4,500
Ellsworth	2,600	69	1,800	83	2,200
Finney	4,000	60	2,390	82	3,300
Ford	6,000	67	4,010	87	5,200
Franklin	6,500	83	5,400	86	5,600
Geary	8,100	61	4,930	75	6,100
Gove	900	56	500	60	540
Graham	1,300	60	780	76	1,000
Grant	1,400	52	730	70	1,000
Gray	1,100	67	740	83	900
Greeley	600	49	300	51	310
Greenwood	3,500	76	2,660	84	2,900
Hamilton	900	43	390	60	540
Harper	3,100	77	2,380	87	2,700
Harvey	7,600	82	6,250	71	5,400
Haskell	700	52	360	82	570
Hodgeman	1,000	82	820	81	800
Jackson	3,300	80	2,630	91	3,000
Jefferson	3,300	79	2,620	75	2,500
Jewell	2,200	61	1,330	73	1,600
Johnson	43,600	95	41,490	93	40,600
Kearny	800	52	420	74	590
Kingman	3,300	77	2,540	86	2,800
Kiowa	1,400	77	1,080	70	1,000
Labette	9,000	70	6,270	77	6,900
Lane	800	56	450	78	620
Leavenworth	11,600	96	11,090	75	8,700
Lincoln	2,000	70	1,390	67	1,300
Linn	2,900	82	2,370	70	2,000
Logan	1,100	47	520	54	600
Lyon	7,900	68	5,350	78	6,200
Mc Pherson	7,500	81	6,050	72	5,400
Marion	4,600	76	3,510	78	3,600
Marshall	5,200	64	3,330	76	3,900
Meade	1,500	67	1,000	77	1,200
Miami	6,300	81	5,130	81	5,100
Mitchell	2,700	60	1,630	82	2,200
Montgomery	16,800	80	13,460	83	13,900
Morris	2,400	76	1,830	77	1,900
Morton	900	43	390	65	590
Nemaha	4,000	79	3,180	73	2,900
Neosho	6,500	75	4,910	89	5,800
Ness	1,600	55	890	81	1,300
Norton	2,700	60	1,630	66	1,800
Osage	4,600	83	3,820	86	3,900
Osborne	2,100	64	1,350	71	1,500
Ottawa	2,100	69	1,460	75	1,600
Pawnee	2,900	82	2,380	88	2,500
Phillips	3,200	64	2,060	81	2,600
Pottawatomie	3,800	64	2,450	88	3,300
Pratt	4,000	77	3,080	91	3,600
Rawlins	1,400	47	660	73	1,000
Reno	19,800	95	18,740	88	17,500
Republic	3,700	66	2,450	73	2,700
Rice	4,700	81	3,800	83	3,900
Riley	6,400	68	4,330	80	5,100
Rooks	3,000	64	1,930	86	2,600
Rush	1,900	75	1,430	81	1,500
Russell	3,500	75	2,620	83	2,900
Saline	12,900	79	10,250	85	11,000
Scott	1,200	55	660	72	900
Sedgwick	109,400	94	103,310	91	99,500
Seward	3,700	52	1,920	70	2,600
Shawnee	44,500	95	42,170	91	40,600
Sheridan	1,100	60	660	69	800
Sherman	1,900	49	930	75	1,400
Smith	2,600	64	1,670	80	2,100
Stafford	2,200	82	1,800	87	1,900
Stanton	600	43	260	76	460
Stevens	1,200	43	520	81	1,000
Sumner	9,400	77	7,220	85	8,000
Thomas	2,100	47	990	91	1,900
Trego	1,600	56	900	80	1,300
Wabaunsee	2,300	68	1,560	86	2,000
Wallace	600	49	290	63	380
Washington	3,600	66	2,390	80	2,900
Wichita	700	48	330	63	440
Wilson	4,800	75	3,620	77	3,700
Woodson	2,000	66	1,330	65	1,300
Wyandotte	60,500	96	57,880	91	55,200
State Total	675,300	83	557,660	84	568,540
KENTUCKY					
Adair	4,300	63	2,690	49	2,100
Allen	3,700	60	2,230	68	2,500
Anderson	2,300	74	1,700	78	1,800
Ballard	2,800	62	1,730	75	2,100
Barren	8,900	60	5,370	60	5,400
Bath	2,700	54	1,460	52	1,400
Bell	7,800	65	5,060	60	4,700
Boone	6,400	90	5,750	76	4,900
Bourbon	4,800	68	3,260	67	3,200
Boyd	15,300	93	14,230	79	12,100
Boyle	6,000	65	3,900	79	4,800
Bracken	2,200	84	1,840	67	1,500
Breathitt	3,900	53	2,050	37	1,400
Breckenridge	4,100	79	3,220	63	2,600
Bullitt	4,600	91	4,170	75	3,500
Butler	2,600	58	1,500	73	1,900
Caldwell	3,600	52	1,880	72	2,600
Calloway	6,100	58	3,540	64	3,900
Campbell	27,100	94	25,380	69	18,600
Carlisle	1,700	62	1,050	67	1,100
Carroll	2,300	90	2,070	73	1,700
Carter	5,300	83	4,400	65	3,500
Casey	4,100	60	2,440	53	2,200
Christian	10,000	70	7,010	78	7,800
Clark	5,300	55	2,890	71	3,700
Clay	4,900	45	2,200	57	2,800
Clinton	2,300	45	1,030	56	1,300
Crittenden	2,800	52	1,470	42	1,200
Cumberland	2,500	58	1,450	53	1,300
Daviess	19,500	80	15,500	84	16,400
Edmonson	2,000	61	1,210	52	1,000
Elliott	1,400	83	1,160	64	900
Estill	3,400	46	1,550	45	1,500
Fayette	36,000	69	24,690	73	26,300
Fleming	2,900	64	1,850	61	1,800
Floyd	9,900	80	7,940	70	6,900
Franklin	9,800	75	7,320	83	8,100
Fulton	3,000	58	1,740	78	2,300
Gallatin	1,300	90	1,170	78	1,000
Garrard	2,600	65	1,680	54	1,400
Grant	2,700	90	2,430	83	2,200
Graves	9,700	59	5,680	68	6,600
Grayson	5,100	60	3,080	60	3,100
Green	3,400	63	2,130	56	1,900
Greenup	7,000	83	5,810	65	4,500
Hancock	1,400	78	1,090	59	800
Hardin	14,500	85	12,310	69	10,000
Harlan	11,900	68	8,100	63	7,500
Harrison	4,300	75	3,240	78	3,400
Hart	3,900	60	2,350	59	2,300
Henderson	10,500	77	8,100	78	8,100
Henry	3,200	77	2,470	68	2,200
Hickman	2,100	62	1,300	65	1,400
Hopkins	12,000	62	7,420	69	8,300
Jackson	3,000	44	1,330	24	700
Jefferson	175,400	93	163,350	86	151,700
Jessamine	3,700	65	2,400	58	2,100
Johnson	5,100	73	3,740	66	3,400
Kenton	41,300	95	39,360	68	27,900
Knott	3,400	53	1,790	49	1,700
Knox	6,600	56	3,680	52	3,400
Larue	2,900	62	1,810	65	1,900
Laurel	6,800	44	3,000	60	4,000
Lawrence	3,200	73	2,340	54	1,700
Lee	2,000	50	1,000	44	900
Leslie	3,600	45	1,620	45	1,600
Letcher	6,100	58	3,560	51	3,100
Lewis	3,200	64	2,050	62	2,000
Lincoln	4,300	59	2,560	48	2,100
Livingston	2,000	57	1,140	56	1,100
Logan	5,700	71	4,070	73	4,200
Lyon	1,500	58	860	65	1,000
McCracken	18,200	66	11,990	75	13,600
McCreary	2,700	54	1,470	58	1,600
McLean	2,700	58	1,560	59	1,600
Madison	9,600	56	5,340	61	5,800
Magoffin	2,600	53	1,370	53	1,400
Marion	3,600	74	2,660	71	2,600
Marshall	4,900	62	3,040	74	3,600
Martin	2,000	74	1,470	62	1,200
Mason	5,000	84	4,190	75	3,700
Meade	2,200	79	1,730	58	1,300
Menifee	700	47	330	51	360
Mercer	4,000	65	2,600	73	2,900
Metcalfe	2,500	58	1,450	48	1,200
Monroe	3,400	58	1,970	61	2,100
Montgomery	2,900	55	1,580	68	2,000
Morgan	2,700	50	1,350	58	1,600
Muhlenberg	7,600	64	4,850	72	5,500
Nelson	4,900	91	4,440	74	3,600
Nicholas	2,200	68	1,500	65	1,400
Ohio	4,800	57	2,750	65	3,100
Oldham	3,200	77	2,470	82	2,600
Owen	2,500	75	1,870	64	1,600
Owsley	1,700	45	760	45	800
Pendleton	3,300	83	2,750	75	2,500
Perry	7,800	59	4,620	53	4,100
Pike	15,500	70	10,790	63	9,800
Powell	1,500	46	690	34	500
Pulaski	9,200	56	5,190	54	5,000
Robertson	600	83	500	58	350
Rockcastle	2,900	44	1,280	54	1,600
Rowan	2,600	64	1,660	67	1,700
Russell	3,100	60	1,850	54	1,700
Scott	3,800	75	2,860	60	2,300
Shelby	5,000	77	3,840	80	4,000
Simpson	3,000	72	2,150	73	2,200
Spencer	1,500	91	1,360	73	1,100
Taylor	4,800	63	3,010	64	3,100
Todd	3,300	72	2,360	72	2,400
Trigg	2,200	58	1,280	70	1,500
Trimble	1,500	77	1,150	69	1,000
Union	3,600	56	2,010	77	2,800
Warren	12,800	69	8,850	77	9,900
Washington	3,000	74	2,220	70	2,100
Wayne	3,900	45	1,760	55	2,100
Webster	4,400	56	2,450	68	3,000
Whitley	6,700	55	3,650	73	4,900
Wolfe	1,600	50	790	37	600
Woodford	3,200	75	2,410	60	1,900
State Total	831,100	75	622,170	71	589,210
LOUISIANA					
Acadia	13,200	66	8,720	77	10,100
Allen	5,900	65	3,840	76	4,500
Ascension	6,600	68	4,510	81	5,300
Assumption	4,100	63	2,570	72	3,000

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes	ARB % Tv Homes	ARB Tv Homes
Avoyelles	10,400	67	6,990	80	8,300
Beauregard	6,300	65	4,100	61	3,900
Bienville	4,200	63	2,660	78	3,300
Bossier	12,200	81	9,890	68	8,300
Caddo	60,500	87	52,350	87	52,800
Calcasieu	39,400	78	30,630	85	33,500
Caldwell	2,500	67	1,690	67	1,700
Cameron	1,600	66	1,060	80	1,300
Catahoula	2,800	63	1,770	64	1,800
Claiborne	5,700	63	3,620	69	4,000
Concordia	4,400	63	2,780	65	2,900
De Soto	5,600	75	4,190	66	3,700
E. Baton Rouge	64,700	85	55,290	85	55,300
East Carroll	3,500	69	2,410	61	2,100
E. Feliciana	3,000	62	1,860	66	2,000
Evangeline	8,700	65	5,630	68	5,900
Franklin	7,200	71	5,100	61	4,400
Grant	2,800	70	1,950	73	2,100
Iberia	13,700	71	9,760	83	11,400
Iberville	7,000	64	4,490	77	5,400
Jackson	3,500	70	2,450	81	2,800
Jefferson	56,700	88	49,860	80	45,200
Jeff Davis	7,800	66	5,120	81	6,300
Lafayette	20,700	73	15,180	82	17,000
Lafourche	11,800	82	9,700	79	9,300
La Salle	3,800	68	2,570	69	2,600
Lincoln	7,100	66	4,690	81	5,700
Livingston	6,100	68	4,170	70	4,300
Madison	4,200	69	2,890	61	2,600
Morehouse	8,900	69	6,120	80	7,100
Natchitoches	10,900	68	7,430	65	7,100
Orleans	180,100	88	158,920	92	165,200
Ouachita	25,700	81	20,770	83	21,300
Plaquemines	4,900	83	4,070	81	4,000
Pointe Coupee	5,200	62	3,220	73	3,800
Rapides	30,700	79	24,190	80	24,700
Red River	2,800	74	2,090	73	2,100
Richland	6,100	79	4,820	70	4,300
Sabine	5,300	60	3,160	56	3,000
St. Bernard	7,300	87	6,390	78	5,700
St. Charles	3,700	78	2,870	85	3,100
St. Helena	2,300	62	1,420	67	1,600
St. James	3,400	78	2,640	75	2,600
St. John Baptist	3,500	78	2,720	77	2,700
St. Landry	21,100	66	13,820	74	15,700
St. Martin	6,200	62	3,870	76	4,700
St. Mary	10,800	71	7,710	76	8,200
St. Tammany	8,900	78	6,910	81	7,200
Tangipahoa	16,900	86	14,460	76	12,800
Tensas	3,000	69	2,060	63	1,900
Terrebonne	13,900	85	11,820	83	11,500
Union	4,600	66	3,040	70	3,200
Vermilion	10,600	65	6,900	78	8,300
Vernon	6,700	60	4,000	62	4,200
Washington	11,400	82	9,400	75	8,500
Webster	10,400	79	8,170	80	8,400
W. Baton Rouge	3,100	64	1,990	89	2,800
West Carroll	3,500	79	2,760	69	2,400
W. Feliciana	1,800	62	1,120	77	1,400
Winn	4,400	70	3,070	73	3,200
State Total	855,800	79	676,420	81	695,500
MAINE					
Androscoggin	23,900	93	22,200	94	22,500
Aroostook	23,900	81	19,410	83	19,800
Cumberland	51,800	92	47,440	95	49,000
Franklin	4,900	87	4,260	84	4,100
Hancock	10,500	88	9,270	81	8,500
Kennebec	23,600	92	21,790	88	20,900
Knox	8,800	89	7,810	82	7,200
Lincoln	5,500	91	5,010	85	4,700
Oxford	11,500	91	10,420	85	9,800
Penobscot	31,000	92	28,470	87	27,000
Piscataquis	4,800	88	4,200	88	4,200
Sagadahoc	5,500	91	5,010	86	4,800
Somerset	11,100	84	9,320	82	9,100
Waldo	6,200	89	5,510	83	5,100
Washington	9,800	88	8,580	81	8,000
York	28,100	92	25,880	88	24,600
State Total	260,900	90	234,580	88	229,300
MARYLAND					
Allegany	26,300	77	20,300	82	21,500
Anne Arundel	51,600	92	47,260	91	47,100
Baltimore	415,700	91	378,450	92	384,200
Calvert	3,600	86	3,100	90	3,200
Caroline	5,300	88	4,680	85	4,500
Carroll	13,800	92	12,650	91	12,600
Cecil	12,400	89	10,970	91	11,300
Charles	8,300	86	7,150	89	7,400
Dorchester	8,200	87	7,130	82	6,800
Frederick	19,000	89	16,890	84	16,000
Garrett	4,900	64	3,120	73	3,600
Harford	19,300	91	17,520	89	17,300
Howard	8,500	88	7,460	89	7,600
Kent	4,300	88	3,790	93	4,000
Montgomery	86,600	93	80,250	91	78,700
Prince Georges	103,500	92	95,570	92	94,800
Queen Annes	4,800	88	4,230	82	3,900
St. Marys	9,500	86	8,170	80	7,600
Somerset	5,500	61	3,350	72	3,900
Talbot	6,500	87	5,650	86	5,600
Washington	26,600	84	22,440	80	21,200
Wicomico	14,300	87	12,500	88	12,600
Worcester	7,100	61	4,310	76	5,400
State Total	865,600	90	776,940	90	780,800
MASSACHUSETTS					
Barnstable	17,300	92	15,950	96	16,600
Berkshire	41,900	93	38,790	95	39,700
Bristol	120,700	93	112,370	96	116,000
Dukes	1,800	90	1,630	86	1,500
Essex	171,000	93	159,410	87	148,300
Franklin	17,300	90	15,590	87	15,000
Hampden	112,900	93	105,400	97	109,300
Hampshire	23,300	91	21,110	93	21,700
Middlesex	333,600	93	309,080	97	325,100
Nantucket	1,000	91	910	79	800
Norfolk	140,200	93	130,470	100	139,900
Plymouth	70,200	93	65,390	99	69,200
Suffolk	239,200	93	222,790	95	223,000
Worcester	171,300	93	159,270	93	158,900
State Total	1,461,700	93	1,358,160	95	1,390,000
MICHIGAN					
Alcona	1,000	84	840	66	700
Alger	2,900	75	2,160	85	2,500
Allegan	18,700	92	17,260	86	16,000
Alpena	8,000	72	5,740	78	6,300
Antrim	3,200	82	2,610	84	2,700
Arenac	2,900	87	2,520	85	2,500
Baraga	1,800	76	1,360	80	1,400
Barry	10,300	91	9,380	85	8,800
Bay	30,700	93	28,460	93	28,600
Benzie	2,300	83	1,900	86	2,000
Berrien	49,100	93	45,610	90	44,400
Branch	11,600	87	10,150	85	9,900
Calhoun	42,100	93	39,060	92	38,900
Cass	10,200	90	9,190	81	8,300
Charlevoix	3,900	76	2,980	90	3,500
Cheboygan	4,000	77	3,060	82	3,300
Chippewa	9,400	76	7,190	85	8,000
Clare	3,900	89	3,460	89	3,500
Clinton	10,000	93	9,260	91	9,100
Crawford	1,300	84	1,090	79	1,000
Delta	9,900	81	8,070	89	8,800
Dickinson	7,100	85	6,010	89	6,300
Eaton	14,800	91	13,430	93	13,800
Emmet	4,600	77	3,520	80	3,700
Genesee	116,000	91	106,050	94	109,400
Gladwin	2,900	89	2,580	86	2,500
Gogebic	8,000	78	6,200	92	7,300
Gr. Traverse	9,400	82	7,750	90	8,500
Gratiot	10,800	92	9,960	84	9,100
Hillsdale	10,500	86	8,990	87	9,200
Houghton	9,700	73	7,080	90	8,700
Huron	9,400	92	8,650	81	7,600
Ingham	64,600	93	60,050	93	59,900
Ionia	12,400	92	11,420	89	11,000
Iosco	5,200	87	4,520	89	4,600
Iron	5,800	76	4,380	88	5,100
Isabella	8,400	89	7,470	81	6,800
Jackson	38,300	93	35,520	92	35,200
Kalamazoo	48,700	94	45,550	94	46,000
Kalkaska	1,300	82	1,070	78	1,000
Kent	106,700	93	99,130	94	100,000
Keweenaw	700	76	530	76	530
Lake	1,500	89	1,330	85	1,300
Lapeer	11,600	92	10,680	85	9,900
Leelanau	2,600	82	2,140	74	1,900
Lenawee	24,900	92	23,030	88	21,900
Livingston	11,300	92	10,350	92	10,400
Luce	1,600	75	1,200	79	1,300
Mackinac	3,000	77	2,300	72	2,200
Macomb	109,100	94	103,000	97	105,400
Manistee	6,300	83	5,250	89	5,600
Marquette	14,500	77	11,190	90	13,100
Mason	6,600	82	5,430	77	5,100
Mecosta	5,800	91	5,260	82	4,800
Menominee	7,200	85	6,110	91	6,500
Midland	14,000	90	12,570	92	12,900
Missaukee	1,900	82	1,550	70	1,300
Monroe	29,600	93	27,600	90	26,700
Montcalm	11,900	93	11,040	84	10,000
Montmorency	1,200	72	860	70	800
Muskegon	43,900	94	41,180	91	39,800
Newaygo	7,600	89	6,750	79	6,000
Oakland	197,600	94	184,850	97	192,000
Oceana	4,700	82	3,860	80	3,800
Ogemaw	2,500	85	2,120	90	2,300
Ontonagon	3,000	77	2,320	71	2,100
Osceola	3,800	91	3,440	85	3,200
Oscoda	900	85	770	77	690
Otsego	2,000	84	1,690	79	1,600
Ottawa	29,800	92	27,470	94	27,900
Presque Isle	3,200	72	2,300	64	2,000
Roscommon	2,300	84	1,930	80	1,900
Saginaw	55,000	93	50,980	93	51,200
St. Clair	31,200	93	28,920	90	28,200
St. Joseph	15,000	93	13,880	88	13,300
Sanilac	11,000	90	9,850	88	9,700
Schoolcraft	2,400	75	1,790	86	2,100
Shiawassee	16,900	93	15,670	86	14,500
Tuscola	13,300	91	12,150	84	11,200
Van Buren	16,500	92	15,220	89	14,700
Washtenaw	43,400	93	40,250	93	40,300
Wayne	828,000	94	777,430	96	793,800
Wexford	5,600	83	4,660	90	5,100
State Total	2,336,700	92	2,151,580	93	2,174,920
MINNESOTA					
Aitkin	3,800	77	2,940	76	2,900
Anoka	18,700	97	18,180	94	17,500
Becker	6,600	69	4,560	80	5,300
Beltrami	7,000	48	3,350	48	3,400
Benton	4,900	66	3,250	70	3,400
Big Stone	2,300	64	1,460	88	2,000
Blue Earth	12,000	93	11,180	88	10,600
Brown	8,100	84	6,840	66	5,400
Carlton	7,400	77	5,690	89	6,600
Carver	5,500	94	5,170	90	4,900
Cass	5,100	52	2,670	48	2,400
Chippewa	4,700	61	2,860	85	4,000
Chisago	4,500	93	4,190	93	4,200
Clay	10,000	90	9,040	88	8,800
Clearwater	2,600	48	1,240	54	1,400
Cook	1,300	74	960	79	1,000
Cottonwood	4,800	77	3,670	70	3,400
Crow Wing	9,600	66	6,290	70	6,700
Dakota	19,300	96	18,590	92	17,700
Dodge	3,900	84	3,290	90	3,500
Douglas	6,600	58	3,810	78	5,100
Faribault	7,500	77	5,790	83	6,200
Fillmore	7,800	77	5,990	84	6,500
Freeborn	10,300	91	9,410	90	9,300
Goodhue	9,700	95	9,220	87	8,500
Grant	2,800	60	1,670	74	2,100
Hennepin	252,000	97	244,690	95	240,400
Houston	4,500	77	3,460	84	3,800

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes	ARB % Tv Homes	ARB Tv Homes
Hubbard	2,700	52	1,410	55	1,500
Isanti	3,200	93	2,970	87	2,800
Itasca	11,100	79	8,750	81	9,000
Jackson	4,200	85	3,580	74	3,100
Kanabec	2,500	78	1,940	75	1,900
Kandiyohi	8,300	81	6,750	83	6,900
Kittson	2,600	58	1,520	67	1,700
Koochiching	5,000	50	2,500	62	3,100
Lac Qui Parle	3,600	65	2,330	79	2,800
Lake	4,000	74	2,950	93	3,700
Lake Of The Woods	1,300	50	650	50	700
Le Sueur	6,000	83	4,960	84	5,100
Lincoln	2,900	69	2,000	70	2,000
Lyon	6,700	65	4,390	78	5,300
McLeod	7,700	89	6,850	92	7,100
Mahnomen	1,500	69	1,040	72	1,100
Marshall	4,100	58	2,390	82	3,400
Martin	8,600	77	6,640	90	7,700
Meeker	5,400	81	4,400	86	4,600
Mille Lacs	4,900	66	3,250	81	4,000
Morrison	7,200	60	4,330	80	5,800
Mower	13,900	92	12,730	96	13,300
Murray	4,000	80	3,190	90	3,600
Nicollet	5,300	84	4,470	84	4,400
Nobles	6,300	85	5,370	86	5,400
Norman	3,200	69	2,200	85	2,700
Olmsted	16,200	96	15,500	90	14,600
Otter Tail	13,500	68	9,160	65	8,700
Pennington	3,400	65	2,210	79	2,700
Pine	5,100	77	3,920	76	3,900
Pipestone	3,900	80	3,110	90	3,500
Polk	10,700	69	7,350	88	9,500
Pope	3,400	58	1,970	84	2,900
Ramsey	122,600	97	118,350	95	116,100
Red Lake	1,300	65	840	73	1,000
Redwood	6,400	78	4,990	69	4,400
Renville	7,100	78	5,540	67	4,800
Rice	9,700	95	9,220	94	9,100
Rock	3,300	80	2,630	88	2,900
Roseau	3,800	58	2,210	54	2,100
St. Louis	71,400	91	65,190	94	67,000
Scott	5,300	94	4,980	86	4,500
Sherburne	3,100	88	2,730	84	2,600
Sibley	4,300	89	3,830	81	3,500
Stearns	19,900	90	17,860	88	17,600
Steele	7,500	84	6,340	87	6,500
Stevens	2,900	64	1,850	74	2,100
Swift	4,100	65	2,650	85	3,500
Todd	6,700	60	4,030	63	4,200
Traverse	2,200	63	1,400	79	1,700
Wabasha	5,300	88	4,690	89	4,700
Wadena	4,100	52	2,150	55	2,200
Waseca	4,800	83	3,960	79	3,800
Washington	11,900	96	11,430	89	10,500
Watonwan	4,200	77	3,210	79	3,300
Wilkin	2,500	90	2,260	78	2,000
Winona	11,600	73	8,520	84	9,700
Wright	8,200	88	7,230	86	7,000
Yellow Medicine	4,400	69	3,030	82	3,600
State Total	974,300	87	847,360	88	855,900
MISSISSIPPI					
Adams	10,600	60	6,410	76	8,000
Alcorn	7,100	60	4,260	74	5,300
Amite	4,000	50	2,000	83	3,300
Attala	5,600	58	3,250	80	4,500
Benton	2,000	60	1,200	73	1,500
Bolivar	15,100	57	8,570	62	9,300
Calhoun	4,000	50	2,010	73	2,900
Carroll	2,800	51	1,430	64	1,800
Chickasaw	4,400	51	2,230	70	3,100
Choctaw	2,200	46	1,010	64	1,400
Claiborne	2,600	59	1,530	74	1,900
Clarke	4,300	59	2,560	79	3,400
Clay	4,100	53	2,180	71	2,900
Coahoma	13,400	58	7,820	79	10,500
Copiah	7,300	62	4,540	84	6,100
Covington	3,600	62	2,220	80	2,900
De Soto	5,600	71	3,950	80	4,500
Forrest	14,500	60	8,730	87	12,700
Franklin	2,100	59	1,250	75	1,600
George	2,600	56	1,460	81	2,100
Greene	1,700	56	950	71	1,200
Grenada	4,700	51	2,420	76	3,600
Hancock	3,200	79	2,530	80	2,500
Harrison	29,300	76	22,270	85	24,800
Hinds	47,900	83	39,620	90	42,900
Holmes	6,200	63	3,890	72	4,500
Humphreys	4,100	60	2,470	78	3,200
Issaquena	700	60	420	81	570
Itawamba	3,900	59	2,290	74	2,900
Jackson	13,100	86	11,290	87	11,500
Jasper	4,400	66	2,900	82	3,600
Jefferson	2,400	59	1,430	71	1,700
Jeff Davis	3,500	57	2,010	79	2,800
Jones	16,500	67	11,090	81	13,400
Kemper	2,700	57	1,550	77	2,100
Lafayette	4,800	51	2,470	78	3,800
Lamar	3,200	59	1,880	81	2,600
Lauderdale	19,600	78	15,300	85	16,700
Lawrence	2,800	57	1,600	74	2,100
Leake	4,700	58	2,730	74	3,500
Lee	11,100	69	7,620	81	9,000
Leflore	12,300	56	6,860	76	9,400
Lincoln	7,100	58	4,140	84	6,000
Lowndes	10,900	51	5,520	80	8,700
Madison	6,900	65	4,480	84	5,800
Marion	6,100	54	3,310	85	5,200
Marshall	5,100	56	2,870	82	4,200
Monroe	8,900	58	5,150	77	6,800
Montgomery	3,300	51	1,690	66	2,200
Neshoba	5,000	57	2,860	80	4,000
Newton	5,200	66	3,430	80	4,200
Noxubee	3,900	58	2,270	80	3,100
Oktibbeha	5,900	53	3,130	71	4,200
Panola	7,100	73	5,160	76	5,400
Pearl River	5,700	79	4,520	83	4,700
Perry	2,200	56	1,240	82	1,800
Pike	9,200	61	5,640	79	7,300
Pontotoc	4,900	57	2,790	78	3,800
Prentiss	4,800	59	2,820	77	3,700
Quitman	5,100	60	3,060	73	3,700
Rankin	6,300	58	3,640	81	5,100
Scott	5,000	58	2,880	79	4,000
Sharkey	2,500	60	1,510	77	1,900
Simpson	5,300	58	3,070	83	4,400
Smith	3,700	58	2,140	83	3,100
Stone	1,600	57	910	68	1,100
Sunflower	11,300	51	5,770	76	8,600
Tallahatchie	6,100	59	3,630	75	4,600
Tate	4,400	71	3,110	87	3,800
Tippah	4,100	60	2,480	73	3,000
Tishomingo	4,100	60	2,470	66	2,700
Tunica	5,200	60	3,120	81	4,200
Union	5,800	57	3,310	79	4,600
Walthall	3,600	55	1,960	78	2,800
Warren	12,400	69	8,520	80	10,000
Washington	21,100	60	12,690	71	15,000
Wayne	3,900	59	2,310	80	3,100
Webster	2,600	56	1,450	69	1,800
Wilkinson	2,700	50	1,350	82	2,200
Winston	4,600	58	2,670	86	4,000
Yalobusha	3,200	51	1,640	62	2,000
Yazoo	8,200	66	5,400	80	6,600
State Total	555,700	64	354,310	79	441,470
MISSOURI					
Adair	6,500	66	4,320	71	4,600
Andrew	3,700	82	3,040	84	3,100
Atchison	2,900	71	2,050	83	2,400
Audrain	8,900	77	6,820	88	7,800
Barry	6,500	68	4,420	63	4,100
Barton	3,900	67	2,630	69	2,700
Bates	5,900	74	4,370	83	4,900
Benton	2,700	79	2,130	79	2,100
Bollinger	2,600	75	1,960	67	1,800
Boone	15,500	83	12,800	80	12,400
Buchanan	32,700	92	30,210	86	28,000
Butler	10,800	70	7,540	69	7,500
Caldwell	3,300	82	2,710	83	2,700
Callaway	6,200	77	4,760	82	5,100
Camden	2,100	76	1,590	57	1,200
Cpe. Girardeau	11,800	84	9,890	86	10,100
Carroll	4,600	77	3,520	79	3,600
Carter	1,400	57	800	61	900
Cass	6,700	80	5,370	82	5,500
Cedar	3,400	67	2,290	67	2,300
Chariton	4,100	63	2,580	73	3,000
Christian	3,700	73	2,710	77	2,800
Clark	2,600	80	2,080	76	2,000
Clay	29,000	96	27,960	92	26,800
Clinton	3,500	91	3,170	89	3,100
Cole	11,500	88	10,140	91	10,500
Cooper	4,700	75	3,530	81	3,800
Crawford	3,100	63	1,960	63	2,000
Dade	2,600	68	1,760	67	1,700
Dallas	2,700	76	2,040	68	1,800
Daviess	3,200	82	2,630	59	1,900
De Kalb	2,300	82	1,890	84	1,900
Dent	3,000	70	2,110	51	1,500
Douglas	2,800	66	1,840	60	1,700
Dunklin	11,000	75	8,300	72	7,900
Franklin	12,300	83	10,260	70	8,600
Gasconade	4,100	75	3,080	79	3,200
Gentry	3,100	76	2,340	84	2,600
Greene	42,300	95	40,230	89	37,700
Grundy	4,200	80	3,350	82	3,400
Harrison	4,200	76	3,170	73	3,100
Henry	6,500	79	5,120	77	5,000
Hickory	1,600	79	1,270	57	900
Holt	2,500	71	1,770	87	2,200
Howard	3,400	74	2,510	78	2,600
Howell	5,800	54	3,120	50	2,900
Iron	1,900	63	1,200	62	1,200
Jackson	211,600	97	205,040	92	195,000
Jasper	28,600	89	25,350	83	23,700
Jefferson	19,800	95	18,750	87	17,200
Johnson	8,000	80	6,420	74	5,900
Knox	2,700	80	2,160	71	1,900
Laclede	6,000	76	4,570	79	4,800
Lafayette	7,700	84	6,490	84	6,500
Lawrence	7,200	68	4,890	76	5,500
Lewis	3,400	80	2,720	86	2,900
Lincoln	5,600	87	4,880	79	4,400
Linn	6,100	63	3,840	81	4,900
Livingston	5,100	80	4,070	76	3,900
McDonald	4,200	76	3,170	65	2,700
Macon	7,200	77	5,550	79	5,700
Madison	2,900	75	2,180	57	1,700
Maries	2,100	75	1,580	68	1,400
Marion	9,900	94	9,290	86	8,600
Mercer	2,000	76	1,510	60	1,200
Miller	4,400	75	3,290	72	3,100
Mississippi	5,500	66	3,620	76	4,200
Moniteau	3,200	75	2,400	88	2,800
Monroe	3,100	83	2,560	83	2,600
Montgomery	3,500	87	3,050	76	2,600
Morgan	2,900	75	2,170	78	2,300
New Madrid	8,800	72	6,330	66	5,800
Newton	9,400	75	7,090	74	7,000
Nodaway	7,400	70	5,210	82	6,000
Oregon	3,000	49	1,480	41	1,200
Osage	3,000	75	2,240	78	2,400
Ozark	2,500	66	1,650	57	1,400
Pemiscot	10,600	80	8,470	66	7,000
Perry	3,400	82	2,790	78	2,600
Pettis	12,600	83	10,460	84	10,600
Phelps	8,100	70	5,700	84	6,800
Pike	5,900	83	4,880	77	4,500
Platte	6,900	91	6,250	88	6,100
Polk	4,700	76	3,560	73	3,400
Pulaski	9,100	78	7,090	71	6,500
Putnam	2,800	66	1,850	68	1,900
Ralls	2,200	83	1,830	68	1,500
Randolph	8,000	74	5,930	78	6,200
Ray	5,400	84	4,550	81	4,300
Reynolds	1,500	57	850	59	900
Ripley	3,000	57	1,720	55	1,700
St. Charles	11,700	94	11,020	87	10,200
St. Clair	2,900	79	2,290	64	1,900
St. Francois	11,600	86	10,010	84	9,800

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes	ARB % Tv Homes	ARB Tv Homes
St. Louis	465,600	97	451,450	84	390,200
Ste. Genevieve	3,100	82	2,540	84	2,600
Saline	8,000	76	6,110	79	6,300
Schuyler	1,600	66	1,060	76	1,200
Scotland	2,400	80	1,920	81	1,900
Scott	8,800	80	7,000	80	7,100
Shannon	1,700	49	830	28	500
Shelby	3,100	77	2,390	80	2,500
Stoddard	8,400	80	6,710	72	6,000
Stone	2,700	74	1,990	67	1,800
Sullivan	3,300	67	2,200	69	2,300
Taney	3,100	73	2,280	63	1,900
Texas	5,700	54	3,070	60	3,400
Vernon	6,300	74	4,670	73	4,600
Warren	2,400	87	2,090	75	1,800
Washington	3,800	63	2,410	68	2,600
Wayne	2,400	75	1,810	92	2,200
Webster	4,200	76	3,180	68	2,800
Worth	1,600	76	1,210	79	1,300
Wright	4,100	66	2,690	58	2,400
State Total	1,373,300	89	1,215,750	82	1,129,200
MONTANA					
Beaverhead	2,700	54	1,450	68	1,800
Big Horn	2,800	50	1,410	61	1,700
Blaine	2,600	51	1,310	56	1,500
Broadwater	700	54	380	68	480
Carbon	2,400	59	1,420	70	1,700
Carter	800	44	350	27	220
Cascade	23,100	77	17,690	86	19,800
Chouteau	2,400	66	1,580	77	1,900
Custer	4,000	44	1,780	65	2,600
Daniels	1,000	45	450	71	700
Dawson	3,300	52	1,730	87	2,900
Deer Lodge	6,400	53	3,390	90	5,700
Fallon	1,100	45	500	65	700
Fergus	4,400	53	2,340	66	2,900
Flathead	10,400	67	6,980	82	8,500
Gallatin	7,800	50	3,890	71	5,600
Garfield	600	45	270	63	380
Glacier	3,000	58	1,750	73	2,200
Golden Valley	400	56	230	63	250
Granite	1,000	53	530	69	700
Hill	5,500	51	2,780	75	4,100
Jefferson	1,000	50	500	71	700
Judith Basin	700	54	380	73	510
Lake	3,700	62	2,280	58	2,100
Lewis & Clark	10,300	54	5,530	79	8,200
Liberty	500	51	260	72	360
Lincoln	3,400	60	2,030	74	2,500
McCone	1,000	53	530	47	500
Madison	1,800	50	890	75	1,400
Meagher	1,000	54	540	53	500
Mineral	900	54	480	67	600
Missoula	14,700	69	10,190	73	10,700
Musselshell	1,600	54	860	83	1,300
Park	3,600	59	2,130	76	2,700
Petroleum	300	56	170	70	210
Phillips	2,000	45	890	62	1,200
Pondera	2,000	69	1,370	74	1,500
Powder River	800	45	360	36	290
Powell	2,200	53	1,160	82	1,800
Prairie	700	52	360	24	170
Ravalli	4,000	54	2,150	78	3,100
Richland	2,900	53	1,550	78	2,300
Roosevelt	3,000	54	1,610	85	2,600
Rosebud	2,000	51	1,010	60	1,200
Sanders	2,500	53	1,340	66	1,700
Sheridan	1,800	53	960	73	1,300
Silver Bow	20,500	85	17,470	83	17,000
Stillwater	1,800	59	1,070	68	1,200
Sweet Grass	900	59	530	50	450
Teton	2,300	69	1,580	80	1,800
Toole	2,500	51	1,280	77	1,900
Treasure	300	54	160	67	200
Valley	4,200	45	1,870	70	2,900
Wheatland	900	54	480	69	620
Wibaux	400	54	220	61	240
Yellowstone	25,300	82	20,640	87	22,100
State Total	213,900	64	137,040	77	164,180
NEBRASKA					
Adams	9,300	86	8,040	86	8,000
Antelope	3,500	69	2,400	70	2,500
Arthur	200	48	100	64	130
Banner	500	62	310	77	390
Blaine	200	57	110	82	160
Boone	2,800	64	1,790	81	2,300
Box Butte	3,700	53	1,940	77	2,900
Boyd	1,300	48	620	71	900
Brown	1,400	48	670	66	900
Buffalo	8,500	82	6,950	80	6,800
Burt	3,500	87	3,040	91	3,200
Butler	3,300	82	2,710	84	2,800
Cass	5,900	94	5,540	88	5,200
Cedar	3,700	94	3,470	85	3,100
Chase	1,300	56	730	82	1,100
Cherry	2,600	52	1,340	70	1,800
Cheyenne	5,500	59	3,270	84	4,600
Clay	3,200	77	2,450	88	2,800
Colfax	3,300	82	2,700	91	3,000
Cuming	3,800	87	3,300	77	2,900
Custer	5,500	64	3,500	75	4,100
Dakota	3,600	94	3,390	90	3,200
Dawes	2,800	45	1,260	67	1,900
Dawson	6,400	82	5,250	87	5,600
Deuel	900	55	500	85	770
Dixon	2,600	94	2,430	84	2,200
Dodge	10,000	96	9,570	91	9,100
Douglas	103,400	97	100,230	96	99,300
Dundy	1,000	56	560	79	800
Fillmore	3,500	77	2,690	83	2,900
Franklin	2,000	84	1,680	77	1,500
Frontier	1,400	63	890	91	1,300
Furnas	2,900	84	2,430	72	2,100
Gage	8,400	87	7,300	82	6,900
Garden	1,300	59	760	81	1,100
Garfield	800	58	460	76	610
Gosper	700	85	590	84	590
Grant	200	54	110	69	140
Greeley	1,600	66	1,060	77	1,200
Hall	12,000	89	10,650	88	11,500
Hamilton	3,100	83	2,590	92	2,800
Harlan	1,800	84	1,510	80	1,400
Hayes	500	63	320	71	360
Hitchcock	1,400	56	780	79	1,100
Holt	4,100	48	1,970	69	2,800
Hooker	300	48	140	62	190
Howard	2,300	66	1,520	73	1,700
Jefferson	4,100	79	3,240	83	3,400
Johnson	2,000	87	1,740	74	1,500
Kearney	1,900	84	1,590	88	1,700
Keith	2,500	62	1,560	87	2,200
Keya Paha	400	54	220	73	290
Kimball	1,900	63	1,200	83	1,600
Knox	4,100	69	2,820	75	3,100
Lancaster	47,300	94	44,650	91	43,100
Lincoln	9,600	63	6,030	77	7,400
Logan	400	46	180	70	280
Loup	300	59	180	47	140
McPherson	100	48	50	72	70
Madison	8,100	91	7,350	80	6,500
Merrick	2,800	64	1,790	82	2,300
Morrill	2,200	63	1,380	68	1,500
Nance	1,800	64	1,150	76	1,400
Nemaha	3,100	82	2,530	85	2,600
Nuckolls	2,800	77	2,140	84	2,400
Otoe	5,900	94	5,530	92	5,400
Pawnee	1,900	82	1,550	68	1,300
Perkins	1,100	62	680	75	800
Phelps	3,300	83	2,740	86	2,800
Pierce	2,600	69	1,790	81	2,100
Platte	7,100	91	6,450	83	5,900
Polk	2,600	84	2,190	89	2,300
Redwillow	4,000	63	2,530	82	3,300
Richardson	4,700	80	3,780	76	3,600
Rock	800	49	390	62	500
Saline	5,000	79	3,960	90	4,500
Sarpy	7,500	96	7,200	88	6,600
Saunders	5,700	96	5,490	80	4,500
Scotts Bluff	10,600	66	6,970	86	9,100
Seward	4,200	79	3,330	73	3,100
Sheridan	3,000	53	1,580	82	2,500
Sherman	1,600	64	1,020	78	1,200
Sioux	600	54	320	57	340
Stanton	1,600	82	1,310	71	1,100
Thayer	3,100	77	2,380	72	2,200
Thomas	500	46	230	70	350
Thurston	2,200	87	1,910	82	1,800
Valley	2,000	64	1,280	79	1,600
Washington	3,800	96	3,640	89	3,400
Wayne	3,000	94	2,830	92	2,800
Webster	2,300	86	1,990	77	1,800
Wheeler	300	57	170	73	220
York	4,600	84	3,860	82	3,800
State Total	443,000	84	372,520	86	381,990
NEVADA					
Churchill	1,900	44	840	90	1,700
Clark	41,400	83	34,230	85	35,200
Douglas	500	60	300	90	450
Elko	4,200	48	2,010	65	2,700
Esmeralda	200	48	100	Too few for measurement	
Eureka	200	45	90	77	150
Humboldt	1,400	46	640	80	1,100
Lander	400	48	190	74	300
Lincoln	900	49	440	64	580
Lyon	1,200	61	730	93	1,100
Mineral	1,900	45	850	78	1,500
Nye	900	49	440	57	510
Ormsby	1,800	61	1,100	88	1,600
Pershing	1,100	45	490	74	800
Storey	200	57	110	54	110
Washoe	28,000	89	24,860	90	25,200
White Pine	3,400	48	1,620	84	2,800
State Total	89,600	77	69,040	85	75,800
NEW HAMPSHIRE					
Belknap	8,100	90	7,250	95	7,700
Carroll	4,900	91	4,440	88	4,300
Cheshire	12,700	91	11,590	79	10,000
Coos	10,400	90	9,310	94	9,800
Grafton	12,900	87	11,270	74	9,500
Hillsboro	50,300	92	46,420	94	47,500
Merrimack	18,300	91	16,700	88	16,200
Rockingham	26,700	92	24,690	85	22,800
Strafford	15,200	92	13,960	85	12,900
Sullivan	8,700	88	7,690	81	7,000
State Total	168,200	91	153,320	88	147,700
NEW JERSEY					
Atlantic	47,300	94	44,410	92	43,600
Bergen	247,200	93	228,780	98	241,300
Burlington	47,100	93	43,850	97	45,600
Camden	109,600	93	101,820	98	107,900
Cape May	15,500	93	14,360	83	12,800
Cumberland	31,500	92	29,130	90	28,200
Essex	293,800	92	271,180	98	287,400
Gloucester	38,400	93	35,590	98	37,800
Hudson	190,400	94	178,710	97	185,000
Hunterdon	14,900	93	13,870	90	13,500
Mercer	73,500	93	68,660	98	72,300
Middlesex	105,900	93	98,050	97	103,200
Monmouth	93,000	94	87,690	93	86,200
Morris	63,300	93	58,810	98	62,100
Ocean	27,800	93	25,840	98	27,200
Passaic	117,700	93	109,470	98	116,500
Salem	17,300	93	16,140	97	16,800
Somerset	36,700	92	33,840	97	35,700
Sussex	12,000	92	11,020	95	11,400
Union	149,500	93	139,750	98	145,800
Warren	19,100	92	17,560	95	18,100
State Total	1,751,500	93	1,628,530	97	1,697,400
NEW MEXICO					
Bernalillo	70,900	92	65,020	84	59,800
Catron	700	62	430	14	100

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes	ARB % Tv Homes	ARB Tv Homes
Chaves	16,100	81	13,080	83	13,400
Colfax	3,500	48	1,690	57	2,000
Curry	9,300	63	5,840	82	7,700
De Baca	800	60	480	73	590
Dona Ana	12,300	86	10,640	78	9,500
Eddy	13,700	74	10,190	83	11,300
Grant	4,600	62	2,850	61	2,800
Guadalupe	1,500	67	1,000	69	1,000
Harding	300	51	150	51	150
Hidalgo	1,300	62	800	72	900
Lea	14,600	65	9,450	83	12,000
Lincoln	2,100	65	1,360	80	1,700
Los Alamos	3,500	78	2,740	72	2,500
Luna	3,100	65	2,020	74	2,300
McKinley	8,900	52	4,590	66	5,900
Mora	1,400	53	750	59	800
Otero	11,900	68	8,120	81	9,700
Quay	3,700	63	2,320	70	2,600
Rio Arriba	6,100	59	3,600	68	4,200
Roosevelt	4,000	60	2,390	73	2,900
Sandoval	2,100	63	1,330	71	1,500
San Juan	14,700	56	8,240	75	11,000
San Miguel	5,200	53	2,740	70	3,600
Santa Fe	10,700	74	7,960	82	8,800
Sierra	2,000	67	1,340	72	1,400
Socorro	2,700	63	1,710	73	2,000
Taos	3,400	59	2,000	51	1,700
Torrance	1,500	67	1,010	67	1,000
Union	1,600	48	760	58	900
Valencia	7,700	72	5,550	77	5,900
State Total	245,900	74	182,150	78	191,640
NEW YORK					
Albany	87,700	93	81,240	94	82,500
Allegany	13,300	82	10,860	90	12,000
Bronx	431,800	92	395,790	97	421,300
Broome	62,100	92	56,890	95	58,900
Cattaraugus	25,100	93	23,240	89	22,300
Cayuga	21,900	93	20,270	94	20,600
Chautauqua	47,500	92	43,600	88	41,800
Chemung	30,400	89	27,080	86	26,300
Chenango	13,400	90	12,120	82	11,000
Clinton	15,400	93	14,340	89	13,700
Columbia	15,000	93	13,970	95	14,300
Cortland	12,100	92	11,110	94	11,400
Delaware	13,900	86	11,890	77	10,700
Dutchess	45,600	91	41,720	90	41,000
Erie	325,300	93	303,370	96	312,800
Essex	11,200	83	9,260	87	9,700
Franklin	12,300	79	9,690	88	10,900
Fulton	16,500	90	14,930	92	15,100
Genesee	15,700	94	14,730	93	14,600
Greene	9,400	90	8,420	89	8,300
Hamilton	1,400	91	1,270	72	1,000
Herkimer	20,000	92	18,480	97	19,300
Jefferson	27,000	83	22,510	91	24,600
Kings	777,200	94	728,800	94	728,800
Lewis	6,600	85	5,610	81	5,400
Livingston	12,300	90	11,050	90	11,000
Madison	15,400	92	14,140	95	14,600
Monroe	181,300	93	168,160	96	173,600
Montgomery	19,200	91	17,450	91	17,500
Nassau	405,400	94	383,020	98	399,400
New York	581,400	91	526,610	86	499,800
Niagara	69,100	94	64,840	98	67,800
Oneida	72,300	94	67,860	96	69,500
Onondaga	122,000	93	113,420	95	115,500
Ontario	19,800	91	18,100	93	18,500
Orange	52,800	92	48,670	89	47,100
Orleans	10,400	92	9,550	94	9,800
Oswego	24,500	93	22,800	97	23,700
Otsego	17,100	91	15,540	88	15,100
Putnam	7,400	87	6,470	100	7,400
Queens	575,000	93	534,210	96	551,100
Rensselaer	44,000	93	40,750	93	41,100
Richmond	61,500	93	57,470	93	57,400
Rockland	33,000	94	30,870	99	32,500
St. Lawrence	34,000	79	26,990	85	28,800
Saratoga	25,500	91	23,260	96	24,500
Schenectady	51,600	92	47,590	97	49,900
Schoharie	7,700	88	6,790	86	6,600
Schuyler	4,000	90	3,600	81	3,300
Seneca	8,100	91	7,340	94	7,600
Steuben	29,500	85	24,970	89	26,100
Suffolk	163,800	92	150,140	95	155,100
Sullivan	14,100	91	12,880	89	12,500
Tioga	10,600	91	9,670	88	9,300
Tompkins	18,200	87	15,870	83	15,100
Ulster	35,400	91	32,300	86	30,600
Warren	12,900	91	11,790	87	11,200
Washington	13,700	91	12,530	88	12,100
Wayne	20,500	92	18,860	93	19,200
Westchester	237,600	94	224,480	98	232,000
Wyoming	9,600	92	8,780	90	8,700
Yates	5,500	90	4,930	86	4,700
State Total	5,084,000	92	4,694,940	94	4,768,000
NORTH CAROLINA					
Alamance	21,600	91	19,580	88	19,000
Alexander	3,900	87	3,390	82	3,200
Alleghany	2,300	71	1,630	79	1,800
Anson	5,600	74	4,150	79	4,400
Ashe	5,000	71	3,550	78	3,900
Avery	3,000	67	2,010	72	2,200
Beaufort	8,900	87	7,770	80	7,100
Bertie	5,100	72	3,690	76	3,900
Bladen	6,800	56	3,820	73	4,900
Brunswick	5,100	61	3,120	77	3,900
Buncombe	36,800	77	28,450	79	29,200
Burke	12,200	82	10,040	83	10,100
Cabarrus	17,700	91	16,030	79	13,900
Caldwell	11,200	80	8,950	86	9,700
Camden	1,200	77	920	83	1,000
Carteret	7,400	64	4,730	76	5,700
Caswell	4,900	74	3,630	72	3,500
Catawba	19,000	90	17,140	89	17,000
Chatham	6,700	69	4,650	81	5,400
Cherokee	4,200	51	2,150	74	3,100
Chowan	3,200	65	2,080	74	2,400
Clay	2,300	51	1,180	70	1,600
Cleveland	15,900	80	12,770	85	13,500
Columbus	12,200	60	7,290	71	8,700
Craven	14,800	83	12,230	81	11,900
Cumberland	30,700	63	19,340	82	25,100
Currituck	1,900	77	1,450	72	1,400
Dare	1,400	65	910	77	1,100
Davidson	18,700	89	16,550	80	14,900
Davie	4,100	80	3,300	77	3,200
Duplin	10,000	64	6,430	73	7,300
Durham	29,900	86	25,730	84	25,200
Edgecombe	12,100	81	9,760	92	11,100
Forsyth	49,600	89	44,260	88	43,800
Franklin	7,000	60	4,210	74	5,200
Gaston	33,200	83	27,700	89	29,500
Gates	2,400	75	1,810	80	1,900
Graham	1,700	51	870	72	1,200
Granville	7,000	72	5,050	76	5,300
Greene	3,600	72	2,590	71	2,600
Guilford	61,500	90	55,440	92	56,700
Halifax	13,800	71	9,730	76	10,500
Harnett	12,800	62	7,880	80	10,200
Haywood	10,700	68	7,330	81	8,600
Henderson	9,400	69	6,460	75	7,000
Hertford	5,000	75	3,760	75	3,700
Hoke	3,200	61	1,940	76	2,400
Hyde	1,400	64	900	71	1,000
Iredell	15,100	82	12,430	82	12,400
Jackson	4,400	62	2,740	71	3,100
Johnston	16,100	68	10,960	75	12,000
Jones	2,600	64	1,670	75	1,900
Lee	7,000	69	4,860	78	5,500
Lenoir	13,900	77	10,680	79	11,000
Lincoln	6,600	77	5,050	84	5,500
McDowell	7,000	73	5,130	76	5,300
Macon	4,300	62	2,670	72	3,100
Madison	4,600	59	2,730	73	3,300
Martin	6,300	72	4,550	83	5,200
Mecklenberg	73,900	89	65,820	90	66,600
Mitchell	3,500	64	2,220	68	2,400
Montgomery	3,900	75	2,930	76	3,000
Moore	8,000	70	5,580	77	6,200
Nash	16,000	70	11,210	72	11,500
New Hanover	21,400	77	16,530	91	19,500
Northampton	5,800	75	4,370	71	4,100
Onslow	6,800	70	4,770	77	5,200
Orange	9,600	84	8,040	69	6,600
Pamlico	2,800	64	1,790	76	2,100
Pasquotank	6,700	76	5,120	88	5,900
Pender	4,600	61	2,820	75	3,500
Perquimans	2,500	76	1,910	76	1,900
Person	5,800	74	4,290	79	4,600
Pitt	15,100	89	13,470	80	12,100
Polk	3,100	85	2,620	68	2,100
Randolph	14,700	85	12,500	80	11,700
Richmond	9,500	84	7,960	82	7,800
Robeson	18,000	70	12,520	75	13,500
Rockingham	18,100	87	15,730	87	15,700
Rowan	22,500	85	19,090	85	19,100
Rutherford	10,900	83	9,030	78	8,500
Sampson	11,600	65	7,570	74	8,600
Scotland	5,600	61	3,410	80	4,500
Stanly	10,600	91	9,600	72	7,700
Stokes	5,100	79	4,050	75	3,800
Surry	12,400	85	10,490	72	8,900
Swain	2,300	51	1,170	59	1,400
Transylvania	3,700	62	2,300	80	3,000
Tyrrell	1,200	66	790	77	900
Union	10,100	79	7,960	66	6,700
Vance	8,000	76	6,080	83	6,600
Wake	41,000	83	33,890	85	35,000
Warren	4,400	60	2,650	78	3,400
Washington	3,000	65	1,940	78	2,300
Watauga	4,400	67	2,940	78	3,400
Wayne	16,900	80	13,500	84	14,100
Wilkes	11,200	72	8,010	79	8,800
Wilson	14,900	80	11,850	81	12,000
Yadkin	6,300	80	5,060	68	4,300
Yancey	3,500	59	2,080	71	2,500
State Total	1,115,400	79	877,480	82	909,700
NORTH DAKOTA					
Adams	1,300	57	740	87	1,100
Barnes	4,700	89	4,180	85	4,000
Benson	2,300	66	1,530	71	1,600
Billings	400	51	210	54	220
Bottineau	2,800	64	1,800	74	2,100
Bowman	1,000	52	520	85	800
Burke	1,800	68	1,230	72	1,300
Burleigh	9,200	82	7,500	89	8,200
Cass	20,200	92	18,530	89	18,000
Cavalier	2,400	57	1,380	66	1,600
Dickey	2,400	69	1,660	78	1,900
Divide	1,400	51	710	63	900
Dunn	1,400	64	890	60	800
Eddy	1,300	66	860	81	1,100
Emmons	2,000	78	1,560	72	1,400
Foster	1,500	66	990	80	1,200
Golden Valley	800	52	410	86	690
Grand Forks	13,200	81	10,680	86	11,400
Grant	1,500	85	1,270	64	1,000
Griggs	1,400	89	1,240	80	1,100
Hettinger	1,700	58	980	79	1,400
Kidder	1,400	78	1,090	72	1,000
La Moure	2,100	69	1,450	80	1,700
Logan	1,100	69	760	73	800
McHenry	2,600	64	1,670	79	2,100
McIntosh	1,800	69	1,230	72	1,300
McKenzie	2,000	51	1,030	68	1,400
McLean	4,800	60	2,880	71	3,400
Mercer	2,000	63	1,270	70	1,400
Morton	5,400	85	4,580	88	4,800
Mountrail	2,800	51	1,440	68	1,900
Nelson	1,700	82	1,400	80	1,400
Oliver	500	60	300	75	380
Pembina	3,400	62	2,120	78	2,600
Pierce	2,000	65	1,300	77	1,500
Ramsey	3,300	57	1,880	92	3,000
Ransom	2,100	78	1,650	74	1,600
Renville	1,200	65	780	79	900

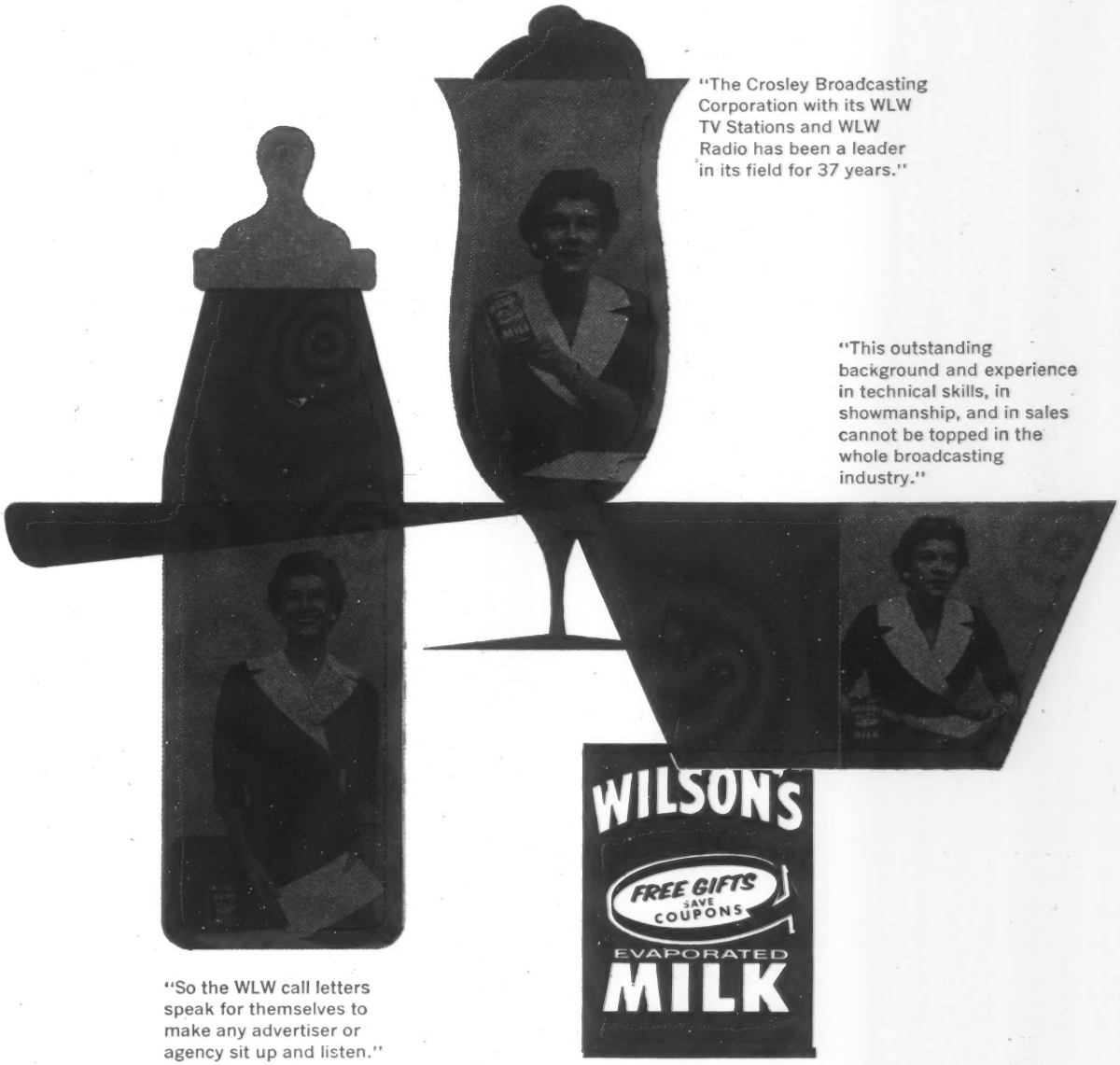
County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes	ARB % Tv Homes	ARB Tv Homes
Richland	5,200	79	4,090	85	4,400
Rolette	2,300	57	1,310	68	1,600
Sargent	1,700	79	1,340	85	1,400
Sheridan	1,100	65	710	81	900
Sioux	600	85	510	70	420
Slope	400	51	210	63	250
Stark	4,400	57	2,520	80	3,500
Steele	1,200	89	1,070	82	1,000
Stutsman	7,000	76	5,330	76	5,300
Towner	1,200	58	690	75	900
Traill	2,900	89	2,580	87	2,500
Walsh	4,600	62	2,850	89	4,100
Ward	12,400	82	10,120	85	10,600
Wells	2,700	65	1,760	71	1,900
Williams	8,000	51	4,100	76	6,100
State Total	170.600	73	124,890	81	137,860
OHIO					
Adams	6,900	90	6,210	64	4,400
Allen	31,200	92	28,560	91	28,300
Ashland	11,700	93	10,850	90	10,600
Ashtabula	29,700	93	27,580	83	24,700
Athens	13,100	89	11,710	81	10,600
Auglaize	10,800	92	9,980	84	9,100
Belmont	27,300	92	25,230	93	25,400
Brown	7,800	90	7,030	84	6,500
Butler	53,800	94	50,350	96	51,900
Carroll	5,900	91	5,360	80	4,700
Champaign	9,200	92	8,500	87	8,000
Clark	39,600	93	36,900	98	38,800
Clermont	21,400	93	19,940	98	21,000
Clinton	8,800	91	8,010	87	7,700
Columbiana	33,300	93	30,840	86	28,800
Coshocton	10,300	88	9,060	82	8,400
Crawford	14,200	92	13,010	87	12,400
Cuyahoga	498,400	94	468,600	96	476,500
Darke	14,300	92	13,180	81	11,500
Defiance	9,300	92	8,520	78	7,300
Delaware	9,800	94	9,190	89	8,700
Erie	21,400	92	19,630	89	19,000
Fairfield	20,500	94	19,200	88	18,000
Fayette	8,300	90	7,430	86	7,100
Franklin	198,500	94	187,480	97	192,200
Fulton	9,300	91	8,420	78	7,300
Gallia	7,900	89	7,030	85	6,700
Geauga	10,600	92	9,750	91	9,700
Greene	24,400	94	22,890	92	22,500
Guernsey	11,700	89	10,370	77	9,000
Hamilton	270,300	93	252,270	94	255,200
Hancock	16,500	92	15,120	89	14,800
Hardin	9,300	92	8,540	82	7,700
Harrison	5,900	91	5,370	83	4,900
Henry	7,200	92	6,600	88	6,400
Highland	10,000	89	8,940	80	8,000
Hocking	5,800	92	5,320	84	4,900
Holmes	5,400	90	4,860	76	4,100
Huron	13,700	93	12,700	94	12,900
Jackson	9,100	91	8,240	78	7,100
Jefferson	29,900	92	27,640	91	27,100
Knox	12,300	93	11,400	86	10,500
Lake	38,800	94	36,440	96	37,300
Lawrence	15,700	93	14,580	89	13,900
Licking	27,200	92	24,960	89	24,300
Logan	11,200	92	10,330	91	10,200
Lorain	61,300	94	57,490	95	58,300
Lucas	144,700	94	135,700	97	140,200
Madison	7,700	91	7,020	91	7,000
Mahoning	82,800	94	77,440	94	77,800
Marion	18,100	93	16,810	89	16,100
Medina	15,600	94	14,700	90	14,000
Meigs	7,100	90	6,400	80	5,700
Mercer	9,600	91	8,720	78	7,400
Miami	22,800	94	21,470	90	20,600
Monroe	4,700	90	4,210	80	3,700
Montgomery	158,700	95	150,940	96	152,200
Morgan	4,400	90	3,940	84	3,700
Morrow	6,000	92	5,490	78	4,700
Muskingum	24,300	89	21,610	86	20,800
Noble	3,800	90	3,400	86	3,300
Ottawa	11,100	92	10,170	94	10,400
Paulding	5,700	90	5,120	77	4,400
Perry	8,100	92	7,470	81	6,600
Pickaway	9,000	93	8,330	86	7,800
Pike	7,900	90	7,150	78	6,200
Portage	24,200	92	22,380	84	20,400
Preble	9,800	93	9,110	86	8,400
Putnam	8,300	90	7,450	87	7,200
Richland	32,800	93	30,380	86	28,200
Ross	18,400	93	17,120	85	15,600
Sandusky	19,500	93	18,130	90	17,500
Scioto	30,400	93	28,150	76	23,200
Seneca	17,100	91	15,640	94	16,000
Shelby	10,100	92	9,260	84	8,500
Stark	97,500	93	90,800	92	90,000
Summit	154,500	94	145,490	95	146,800
Trumbull	59,100	93	54,840	95	56,100
Tuscarawas	24,100	92	22,100	80	19,400
Union	7,600	91	6,920	82	6,200
Van Wert	10,200	91	9,260	82	8,400
Vinton	2,900	91	2,650	72	2,100
Warren	16,000	93	14,870	88	14,100
Washington	16,000	90	14,450	82	13,100
Wayne	20,200	92	18,540	89	18,000
Williams	10,000	91	9,110	87	8,700
Wood	21,600	94	20,200	85	18,400
Wyandot	6,800	90	6,110	83	5,700
State Total	2,898,200	93	2,700,660	92	2,669,000
OKLAHOMA					
Adair	3,600	65	2,350	74	2,700
Alfalfa	2,400	75	1,800	81	1,900
Atoka	3,100	74	2,280	69	2,100
Beaver	1,800	59	1,060	70	1,300
Beckham	5,000	61	3,070	77	3,900
Blaine	3,500	80	2,810	89	3,100
Bryan	7,100	72	5,120	74	5,300
Caddo	7,400	80	5,940	79	5,900
Canadian	6,800	85	5,800	82	5,600
Carter	13,400	74	9,850	77	10,300
Cherokee	4,900	73	3,580	70	3,500
Choctaw	3,900	53	2,070	58	2,300
Cimarron	1,100	54	600	65	700
Cleveland	12,000	88	10,530	82	9,800
Coal	1,600	73	1,170	78	1,200
Comanche	19,100	86	16,380	86	16,500
Cotton	2,500	76	1,910	79	2,000
Craig	4,600	77	3,530	77	3,600
Creek	11,800	87	10,300	83	9,700
Custer	5,300	69	3,630	85	4,500
Delaware	4,100	77	3,150	69	2,800
Dewey	1,600	69	1,100	81	1,300
Ellis	2,200	64	1,400	57	1,300
Garfield	14,600	83	12,100	88	12,900
Garvin	8,200	79	6,500	80	6,500
Grady	9,300	86	7,970	79	7,400
Grant	2,400	75	1,800	84	2,000
Greer	2,600	63	1,640	76	2,000
Harmon	1,700	63	1,070	74	1,300
Harper	1,400	67	940	77	1,100
Haskell	2,900	59	1,720	61	1,800
Hughes	4,100	69	2,820	80	3,300
Jackson	8,200	63	5,180	73	6,000
Jefferson	2,400	76	1,830	80	1,900
Johnston	2,500	74	1,840	72	1,800
Kay	15,600	84	13,090	85	13,200
Kingfisher	2,800	80	2,250	87	2,400
Kiowa	4,100	75	3,080	77	3,100
Latimer	1,900	59	1,130	58	1,100
Le Flore	7,800	63	4,950	70	5,400
Lincoln	5,600	83	4,640	81	4,500
Logan	5,500	76	4,160	85	4,700
Love	1,600	72	1,150	78	1,200
McClain	3,800	78	2,950	82	3,100
McCurtin	6,900	65	4,510	71	4,900
McIntosh	3,700	69	2,550	73	2,700
Major	2,200	75	1,650	68	1,500
Marshall	2,400	72	1,730	78	1,900
Mayes	6,000	77	4,600	79	4,800
Murray	3,500	74	2,580	81	2,800
Muskogee	17,900	86	15,380	78	14,000
Noble	3,100	80	2,470	91	2,800
Nowata	3,300	83	2,740	83	2,700
Okfuskee	3,400	73	2,490	75	2,500
Oklahoma	136,100	89	120,500	91	123,500
Okmulgee	10,600	81	8,560	80	8,500
Osage	9,200	87	8,040	86	7,900
Ottawa	8,500	80	6,800	82	7,000
Pawnee	3,800	80	3,020	87	3,300
Payne	11,300	78	8,760	81	9,100
Pittsburg	8,800	73	6,460	71	6,200
Pontotoc	8,400	83	6,940	87	7,300
Pottawatomie	13,000	79	10,230	85	11,000
Pushmataha	2,800	53	1,480	59	1,700
Roger Mills	1,500	68	1,030	63	900
Rogers	5,900	83	4,900	82	4,800
Seminole	8,800	80	7,040	83	7,300
Sequoyah	4,900	65	3,200	72	3,500
Stephens	11,300	81	9,180	83	9,300
Texas	3,300	54	1,770	63	2,100
Tillman	4,200	76	3,210	81	3,400
Tulsa	108,700	92	100,380	90	97,900
Wagoner	4,600	73	3,370	76	3,500
Washington	13,000	86	11,190	93	12,100
Washita	3,900	75	2,920	83	3,200
Woods	3,300	64	2,100	80	2,600
Woodward	3,600	64	2,290	72	2,600
State Total	679,700	82	556,310	83	567,300
OREGON					
Baker	6,300	60	3,800	75	4,800
Benton	11,800	70	8,310	80	9,400
Clackamas	36,500	86	31,530	94	34,200
Clatsop	9,100	71	6,510	88	8,000
Columbia	6,700	68	4,570	85	5,700
Coos	18,800	63	11,820	70	13,200
Crook	2,700	56	1,510	87	2,300
Curry	6,100	62	3,800	73	4,400
Deschutes	6,700	56	3,760	85	5,700
Douglas	20,700	69	14,270	86	17,800
Gilliam	1,200	65	780	67	800
Grant	2,400	54	1,290	68	1,600
Harney	1,900	51	970	93	1,800
Hood River	4,200	64	2,680	81	3,400
Jackson	23,400	80	18,760	89	20,800
Jefferson	2,700	64	1,730	75	2,000
Josephine	10,200	69	7,070	72	7,400
Klamath	15,000	68	10,140	89	13,400
Lake	2,300	58	1,320	81	1,900
Lane	47,700	85	40,640	89	42,400
Lincoln	9,000	63	5,710	85	7,600
Linn	17,000	71	12,070	87	14,900
Malheur	6,600	72	4,730	91	6,000
Marion	37,000	82	30,390	93	34,400
Morrow	1,300	66	860	82	1,100
Multnomah	194,400	89	173,130	92	178,000
Polk	8,000	72	5,780	87	6,900
Sherman	700	66	460	83	580
Tillamook	6,200	67	4,140	70	4,400
Umatilla	14,600	68	9,980	75	11,000
Union	5,700	60	3,440	68	3,900
Wallowa	2,400	61	1,460	68	1,600
Wasco	7,200	64	4,590	85	6,100
Washington	31,200	88	27,470	91	28,500
Wheeler	800	54	430	88	700
Yamhill	10,000	70	7,020	85	8,500
State Total	588,500	79	466,920	88	515,180
PENNSYLVANIA					
Adams	13,900	87	12,050	79	11,000
Allegheny	469,400	94	440,670	97	457,300
Armstrong	23,100	93	21,380	84	19,300
Beaver	58,100	94	54,520	96	55,700
Bedford	12,500	93	11,580	76	9,400
Berks	80,700	92	74,070	92	74,000
Blair	38,200	92	35,240	93	35,600
Bradford	15,500	90	13,950	82	12,700
Bucks	99,200	94	93,180	94	92,800
Butler	30,400	94	28,510	86	26,200

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes	ARB % Tv Homes	ARB Tv Homes
Cambria	55,000	93	50,940	96	52,700
Cameron	1,900	74	1,410	95	1,800
Carbon	15,500	90	14,010	88	13,600
Centre	19,000	90	17,120	82	15,600
Chester	54,700	93	51,130	98	53,500
Clarion	10,400	92	9,520	90	9,300
Clearfield	22,300	93	20,740	82	18,400
Clinton	11,100	80	8,920	86	9,600
Columbia	17,100	83	14,140	85	14,600
Crawford	22,700	89	20,160	80	18,200
Cumberland	35,800	88	31,420	92	33,100
Dauphin	66,600	92	61,130	92	61,300
Delaware	163,100	93	152,400	97	158,800
Elk	10,000	77	7,660	89	8,900
Erie	68,900	93	64,300	95	65,500
Fayette	45,600	93	42,610	83	37,600
Forest	1,400	73	1,020	83	1,200
Franklin	24,100	89	21,480	72	17,400
Fulton	2,800	80	2,240	66	1,800
Greene	11,700	86	10,100	84	9,800
Huntingdon	10,900	91	9,900	80	8,700
Indiana	19,200	92	17,600	82	15,800
Jefferson	13,700	92	12,580	87	11,900
Juniata	4,600	72	3,300	74	3,400
Lackawanna	71,100	91	64,940	96	68,300
Lancaster	76,700	93	71,060	86	65,900
Lawrence	31,200	92	28,800	90	27,900
Lebanon	25,000	92	23,000	86	21,400
Lehigh	64,600	94	60,650	95	61,500
Luzerne	102,700	91	92,970	95	97,200
Lycoming	32,500	78	25,330	84	27,400
McKean	15,100	81	12,300	87	13,200
Mercer	33,200	92	30,480	97	32,300
Mifflin	12,000	91	10,960	87	10,400
Monroe	12,100	91	10,980	89	10,800
Montgomery	141,000	94	132,680	98	138,600
Montour	3,800	85	3,240	91	3,500
Northampton	53,800	94	50,510	97	52,000
Northumberland	33,500	76	26,230	84	28,100
Perry	7,100	72	5,090	80	5,700
Philadelphia	621,000	92	568,840	98	606,700
Pike	3,300	80	2,650	78	2,600
Potter	4,700	74	3,470	85	4,000
Schuylkill	51,000	90	45,850	83	42,300
Snyder	7,700	72	5,570	73	5,700
Somerset	21,200	86	18,170	91	19,300
Sullivan	1,700	86	1,460	78	1,300
Susquehanna	8,800	90	7,930	85	7,500
Tioga	10,700	84	9,040	80	8,600
Union	6,500	72	4,700	77	5,000
Venango	18,600	81	15,050	87	16,200
Warren	10,700	83	8,930	81	8,700
Washington	61,500	94	57,980	97	59,500
Wayne	7,700	81	6,220	80	6,200
Westmoreland	94,400	95	89,420	95	90,000
Wyoming	4,700	86	4,040	82	3,900
York	71,000	93	65,750	92	65,500
State Total	3,269,700	92	2,995,270	93	3,053,700
RHODE ISLAND					
Bristol	9,000	93	8,400	98	8,800
Kent	31,200	93	29,120	99	30,800
Newport	19,600	93	18,220	100	19,500
Providence	173,400	93	161,680	97	168,900
Washington	16,600	93	15,390	98	16,300
State Total	249,800	93	232,810	98	244,300
SOUTH CAROLINA					
Abbeville	5,300	75	3,960	75	4,000
Aiken	24,000	76	18,160	84	20,100
Allendale	4,400	60	2,630	59	2,600
Anderson	24,900	79	19,560	81	20,100
Bamberg	3,900	60	2,330	75	2,900
Barnwell	6,500	60	3,890	69	4,500
Beaufort	8,600	74	6,330	75	6,400
Berkeley	7,600	79	5,980	73	5,600
Calhoun	3,100	63	1,960	73	2,200
Charleston	57,500	87	50,080	86	49,700
Cherokee	9,100	81	7,390	77	7,000
Chester	8,100	78	6,360	81	6,600
Chesterfield	7,800	72	5,590	73	5,700
Clarendon	7,300	66	4,840	72	5,200
Colleton	7,000	75	5,230	71	5,000
Darlington	11,900	71	8,500	74	8,800
Dillon	6,900	74	5,090	68	4,700
Dorchester	6,100	79	4,810	77	4,700
Edgefield	4,200	66	2,760	79	3,300
Fairfield	4,300	74	3,180	69	3,000
Florence	21,300	81	17,260	76	16,300
Georgetown	9,000	78	7,030	75	6,800
Greenville	56,800	86	48,800	88	49,900
Greenwood	12,000	80	9,540	87	10,400
Hampton	4,900	74	3,610	70	3,400
Horry	17,400	58	10,120	73	12,800
Jasper	2,900	73	2,120	75	2,200
Kershaw	8,400	79	6,630	74	6,200
Lancaster	10,000	78	7,830	73	7,300
Laurens	10,800	66	7,080	78	8,400
Lee	5,100	76	3,890	70	3,600
Lexington	15,800	77	12,220	68	10,700
McCormick	2,000	75	1,490	72	1,400
Marion	7,400	73	5,430	80	5,900
Marlboro	6,200	72	4,460	71	4,400
Newberry	7,900	71	5,630	78	6,100
Oconee	9,200	66	6,100	81	7,500
Orangeburg	17,400	69	11,990	71	12,300
Pickens	11,600	68	7,890	81	9,400
Richland	42,300	85	36,130	87	36,800
Saluda	4,200	66	2,760	72	3,000
Spartanburg	42,700	81	34,530	79	33,900
Sumter	14,600	72	10,450	73	10,600
Union	7,600	73	5,570	79	6,000
Williamsburg	8,800	79	6,930	65	5,800
York	20,100	78	15,680	82	16,500
State Total	594,900	77	459,800	79	469,700
SOUTH DAKOTA					
Aurora	1,200	50	600	88	1,100
Beadle	6,200	57	3,540	84	5,200
Bennett	800	55	440	76	610
Bon Homme	2,200	77	1,700	73	1,600
Brookings	5,100	72	3,690	75	3,800
Brown	10,300	67	6,930	80	8,300
Brule	1,900	57	1,070	80	1,500
Buffalo	400	60	240	76	300
Butte	2,800	48	1,340	84	2,300
Campbell	1,000	48	480	71	700
Charles Mix	4,100	57	2,320	66	2,700
Clark	2,200	67	1,470	81	1,800
Clay	3,300	88	2,910	71	2,300
Codington	5,800	67	3,860	83	4,800
Corson	1,400	47	660	66	900
Custer	1,500	47	710	68	1,000
Davison	5,000	65	3,240	82	4,100
Day	3,000	68	2,040	77	2,300
Deuel	2,100	66	1,390	61	1,300
Dewey	1,100	48	530	58	600
Douglas	1,600	50	800	62	1,000
Edmunds	1,800	48	860	71	1,300
Fall River	3,400	55	1,850	79	2,700
Faulk	1,300	56	720	79	1,000
Grant	3,100	68	2,110	78	2,400
Gregory	2,400	53	1,270	82	2,000
Haakon	800	44	350	85	680
Hamlin	2,100	66	1,390	76	1,600
Hand	1,900	56	1,070	77	1,500
Hanson	1,000	66	660	86	900
Harding	500	48	240	64	320
Hughes	3,200	62	1,990	94	3,000
Hutchinson	3,300	77	2,540	72	2,400
Hyde	600	62	370	74	440
Jackson	600	43	260	75	450
Jerauld	900	56	500	80	720
Jones	400	54	220	67	270
Kingsbury	2,900	72	2,100	81	2,300
Lake	3,200	82	2,630	86	2,700
Lawrence	6,000	46	2,770	85	5,100
Lincoln	3,200	88	2,820	81	2,600
Lyman	1,200	59	700	81	1,000
McCook	2,900	82	2,380	76	2,200
McPherson	1,800	47	850	56	1,000
Marshall	2,100	68	1,440	79	1,700
Meade	2,200	46	1,010	77	1,700
Mellette	600	54	330	63	380
Miner	1,600	68	1,090	81	1,300
Minnehaha	26,700	95	25,240	92	24,500
Moody	2,200	82	1,800	82	1,800
Pennington	18,200	67	12,120	81	14,800
Perkins	1,600	48	760	88	1,400
Potter	1,300	47	610	75	1,000
Roberts	3,400	68	2,320	76	2,600
Sanborn	1,500	66	980	77	1,200
Shannon	1,400	54	760	74	1,000
Spink	3,000	57	1,720	83	2,500
Stanley	1,200	52	630	92	1,100
Sully	800	48	380	68	540
Todd	1,600	54	870	65	1,000
Tripp	2,700	59	1,590	81	2,200
Turner	3,100	88	2,720	83	2,600
Union	3,300	88	2,900	93	3,100
Walworth	2,500	48	1,190	63	1,600
Washabaugh	200	48	100	76	150
Yankton	4,800	77	3,710	79	3,800
Ziebach	600	46	280	77	460
State Total	198,100	68	135,160	80	159,220
TENNESSEE					
Anderson	16,900	80	13,570	77	12,900
Bedford	6,100	75	4,550	78	4,800
Benton	3,800	55	2,110	60	2,300
Bledsoe	1,600	72	1,150	47	800
Blount	15,900	87	13,760	76	12,100
Bradley	10,200	77	7,900	86	8,800
Campbell	6,600	67	4,400	63	4,200
Cannon	2,300	76	1,740	55	1,300
Carroll	7,500	59	4,440	64	4,800
Carter	11,100	77	8,540	73	8,100
Cheatham	2,400	79	1,890	70	1,700
Chester	2,300	60	1,370	62	1,400
Claiborne	5,200	54	2,830	68	3,500
Clay	1,800	59	1,060	53	900
Cocke	5,800	58	3,360	66	3,800
Coffee	8,100	75	6,110	75	6,100
Crockett	3,800	71	2,700	68	2,600
Cumberland	5,200	53	2,770	66	3,400
Davidson	107,700	90	96,660	84	90,800
Decatur	1,800	55	1,000	61	1,100
De Kalb	3,000	71	2,130	75	2,300
Dickson	5,500	71	3,900	76	4,200
Dyer	7,000	80	5,570	78	5,500
Fayette	5,000	74	3,700	71	3,600
Fentress	3,200	55	1,750	42	1,300
Franklin	6,100	51	3,120	68	4,200
Gibson	12,200	67	8,230	76	9,300
Giles	6,600	55	3,630	65	4,300
Grainger	3,000	54	1,630	70	2,100
Greene	12,400	63	7,570	59	7,300
Grundy	3,000	61	1,830	61	1,800
Hamblen	8,600	58	4,980	73	6,300
Hamilton	73,300	86	62,740	83	60,800
Hancock	1,900	54	1,030	53	1,000
Hardeman	5,400	66	3,580	57	3,100
Hardin	4,600	59	2,730	57	2,600
Hawkins	8,300	58	4,810	68	5,700
Haywood	4,800	71	3,410	64	3,100
Henderson	3,600	55	1,990	67	2,400
Henry	6,900	57	3,940	76	5,300
Hickman	2,900	71	2,060	67	1,900
Houston	1,400	74	1,040	62	900
Humphreys	3,300	73	2,420	64	2,100
Jackson	2,800	59	1,650	59	1,600
Jefferson	5,400	59	3,170	75	4,000
Johnson	3,900	63	2,470	63	2,500
Knox	68,100	90	61,390	80	54,500
Lake	2,900	61	1,760	65	1,900
Lauderdale	5,400	74	4,010	74	4,000
Lawrence	7,600	59	4,510	68	5,200
Lewis	1,200	71	850	68	800
Lincoln	7,000	51	3,570	72	5,100

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes	ARB % Tv Homes	ARB Tv Homes
Loudon	6,700	73	4,880	72	4,800
McMinn	8,900	62	5,500	78	6,900
McNairy	5,000	59	2,970	58	2,900
Macon	4,100	71	2,900	65	2,700
Madison	16,600	73	12,060	77	12,800
Marion	5,100	72	3,660	76	3,900
Marshall	4,700	75	3,510	73	3,400
Maury	11,700	76	8,920	77	9,000
Meigs	1,500	62	930	68	1,000
Monroe	6,600	74	4,870	74	4,900
Montgomery	13,100	83	10,850	82	10,700
Moore	1,100	51	560	59	600
Morgan	2,700	55	1,470	59	1,600
Obion	8,200	61	4,980	71	5,800
Overton	3,600	59	2,120	63	2,300
Perry	1,600	52	830	68	1,100
Pickett	1,100	54	600	61	700
Polk	2,600	74	1,920	74	1,900
Putnam	8,500	63	5,360	65	5,500
Rhea	4,400	62	2,730	70	3,100
Roane	10,800	80	8,640	77	8,300
Robertson	7,600	79	5,970	76	5,800
Rutherford	12,600	83	10,400	84	10,600
Scott	4,000	55	2,180	45	1,800
Sequatchie	1,400	72	1,010	65	900
Sevier	6,400	59	3,770	60	3,800
Shelby	168,100	91	152,480	83	140,200
Smith	2,900	71	2,050	68	2,000
Stewart	2,100	74	1,550	61	1,300
Sullivan	30,200	76	23,030	81	24,400
Sumner	10,400	89	9,260	76	7,900
Tipton	7,000	76	5,330	62	4,400
Trousdale	1,200	71	850	67	800
Unicoi	3,400	59	1,990	76	2,600
Union	2,300	55	1,260	53	1,200
Van Buren	700	72	500	69	480
Warren	6,600	61	4,020	68	4,500
Washington	16,100	81	13,030	79	12,700
Wayne	2,900	52	1,500	54	1,600
Weakley	7,600	56	4,260	60	4,500
White	3,800	54	2,030	70	2,600
Williamson	6,500	85	5,550	77	5,000
Wilson	8,100	73	5,930	72	5,900
State Total	962,900	78	751,290	76	734,980
TEXAS					
Anderson	9,300	66	6,170	71	6,600
Andrews	4,300	69	2,970	84	3,600
Angelina	12,300	69	8,530	78	9,600
Aransas	1,600	61	970	83	1,300
Archer	1,800	75	1,350	84	1,500
Armstrong	400	81	330	84	340
Atascosa	5,000	78	3,910	74	3,700
Austin	4,600	69	3,190	68	3,100
Bailey	2,600	81	2,110	69	1,800
Bandera	1,100	79	870	77	900
Bastrop	4,900	66	3,210	74	3,600
Baylor	1,600	75	1,200	80	1,300
Bee	5,900	68	4,040	81	4,800
Bell	27,500	82	22,420	82	22,600
Bexar	180,000	87	157,000	87	156,100
Blanco	1,200	75	900	66	800
Borden	300	75	230	47	140
Bosque	3,500	69	2,410	82	2,900
Bowie	20,300	78	15,870	80	16,300
Brazoria	19,800	88	17,350	84	16,700
Brazos	13,200	68	9,010	80	10,500
Brewster	1,600	51	820	63	1,000
Briscoe	900	62	560	77	690
Brooks	2,000	63	1,260	74	1,500
Brown	8,900	66	5,830	73	6,500
Burleson	2,900	68	1,980	75	2,200
Burnet	3,000	75	2,250	80	2,400
Caldwell	4,900	74	3,640	75	3,700
Calhoun	5,000	61	3,060	70	3,500
Callahan	2,400	67	1,600	70	1,700
Cameron	41,300	73	30,060	76	31,400
Camp	2,800	66	1,840	81	2,300
Carson	2,000	81	1,620	81	1,600
Cass	6,200	75	4,630	79	4,900
Castro	2,200	71	1,560	84	1,900
Chambers	2,400	85	2,040	84	2,000
Cherokee	9,800	66	6,510	79	7,700
Childress	2,900	59	1,710	66	1,900
Clay	3,000	82	2,460	82	2,500
Cochran	1,400	81	1,140	74	1,000
Coke	1,000	73	730	75	800
Coleman	3,600	70	2,520	71	2,600
Collin	13,600	85	11,620	81	11,000
Collingsworth	1,700	59	1,000	72	1,200
Colorado	5,000	66	3,310	74	3,700
Comal	5,900	75	4,420	80	4,700
Comanche	3,700	61	2,240	64	2,400
Concho	1,200	62	740	72	900
Cooke	7,000	82	5,730	79	5,500
Coryell	5,800	76	4,400	80	4,700
Cottle	1 100	58	640	60	700
Crane	1,600	63	1,010	86	1,400
Crockett	1,100	55	610	64	700
Crosby	3,100	78	2,420	83	2,600
Culberson	600	68	410	73	440
Dallam	2,100	83	1,740	87	1,800
Dallas	282,900	91	256,960	92	260,000
Dawson	4,700	69	3,230	77	3,600
Deaf Smith	4,000	70	2,800	82	3,300
Delta	1,800	63	1,140	77	1,400
Denton	15,200	86	13,070	82	12,400
De Witt	6,200	67	4,180	71	4,400
Dickens	1,600	64	1,020	81	1,300
Dimmit	1,900	59	1,120	52	1,000
Donley	1,700	76	1,290	78	1,300
Duval	2,700	64	1,740	71	1,900
Eastland	6,400	67	4,280	76	4,800
Ector	27,500	80	21,960	88	24,200
Edwards	600	53	320	67	400
Ellis	12,800	83	10,650	83	10,600
El Paso	86,900	86	74,510	85	73,900
Erath	5,400	69	3,720	78	4,200
Falls	6,500	68	4,410	71	4,600
Fannin	7,700	67	5,180	73	5,600
Fayette	6,400	66	4,230	68	4,400
Fisher	2,300	73	1,680	84	1,900
Floyd	3,100	78	2,410	89	2,700
Foard	900	68	610	74	670
Fort Bend	9,600	84	8,030	88	8,400
Franklin	1,500	63	940	73	1,100
Freestone	4,400	63	2,760	67	3,000
Frio	3,000	78	2,350	63	1,900
Gaines	3,100	69	2,140	80	2,500
Galveston	37,300	86	32,050	88	32,800
Garza	1,800	76	1,360	83	1,500
Gillespie	3,300	63	2,060	61	2,000
Glasscock	200	70	140	81	160
Goliad	1,500	69	1,030	64	1,000
Gonzales	5,500	75	4,100	71	3,900
Gray	9,400	76	7,120	88	8,300
Grayson	25,800	80	20,680	86	22,300
Gregg	22,800	78	17,730	86	19,600
Grimes	4,100	74	3,050	76	3,100
Guadalupe	7,700	81	6,210	80	6,200
Hale	9,900	80	7,890	87	8,600
Hall	1,900	62	1,180	61	1,200
Hamilton	3,100	69	2,140	75	2,300
Hansford	1,100	85	930	81	900
Hardeman	2,900	68	1,980	75	2,200
Hardin	6,800	65	4,400	77	5,200
Harris	362,400	90	325,690	88	317,500
Harrison	14,200	73	10,300	80	11,400
Hartley	600	83	500	81	490
Haskell	3,100	74	2,310	76	2,400
Hays	5,300	75	3,970	81	4,300
Hemphill	1,100	61	670	65	700
Henderson	7,300	61	4,480	77	5,600
Hidalgo	48,500	75	36,260	75	36,100
Hill	8,400	89	7,430	83	6,900
Hockley	5,600	81	4,540	77	4,300
Hood	1,200	81	970	88	1,100
Hopkins	6,800	63	4,300	62	4,200
Houston	5,600	62	3,440	76	4,200
Howard	10,500	76	7,970	83	8,700
Hudsepth	900	65	580	69	620
Hunt	12,700	86	10,930	82	10,400
Hutchinson	10,300	90	9,290	86	8,900
Irion	300	68	200	68	200
Jack	2,000	80	1,610	89	1,800
Jackson	4,100	69	2,830	74	3,000
Jasper	5,400	63	3,390	75	4,100
Jeff Davis	300	64	190	74	220
Jefferson	74,000	85	62,920	92	68,000
Jim Hogg	1,200	56	670	55	700
Jim Wells	7,500	62	4,620	81	6,100
Johnson	11,600	87	10,110	81	9,400
Jones	5,900	73	4,310	81	4,800
Karnes	3,900	68	2,670	71	2,800
Kaufman	7,600	82	6,240	82	6,200
Kendall	1,700	79	1,350	72	1,200
Kenedy	100	65	70	(Too few to measure)	
Kent	400	61	250	84	340
Kerr	4,400	63	2,750	72	3,200
Kimble	1,300	63	810	50	700
King	200	61	120	84	170
Kinney	400	59	230	30	120
Kleberg	7,300	62	4,550	77	5,600
Knox	2,400	68	1,640	75	1,800
Lamar	12,500	54	6,790	59	7,300
Lamb	7,100	81	5,750	82	5,800
Lampasas	3,400	75	2,550	81	2,700
La Salle	1,400	65	900	63	900
Lavaca	5,500	67	3,710	57	3,100
Lee	2,400	66	1,570	63	1,500
Leon	3,400	66	2,230	70	2,400
Liberty	8,200	85	6,940	80	6,600
Limestone	6,100	68	4,130	74	4,500
Lipscomb	1,300	61	790	68	900
Live Oak	2,000	64	1,280	69	1,400
Llano	1,800	58	1,040	76	1,400
Loving	100	58	60	85	90
Lubbock	49,300	83	40,780	85	41,900
Lynn	3,000	76	2,270	83	2,500
McCulloch	2,600	62	1,600	58	1,500
McLennan	43,600	86	37,520	86	37,500
McMullen	300	63	190	76	230
Madison	1,800	65	1,170	64	1,100
Marion	2,300	75	1,720	79	1,800
Martin	1,500	69	1,040	74	1,100
Mason	1,300	58	760	58	700
Matagordá	7,200	69	4,960	70	5,000
Maverick	3,100	59	1,830	24	800
Medina	4,800	79	3,800	80	3,800
Menard	700	62	430	44	310
Midland	18,900	84	15,790	91	17,200
Milam	6,900	67	4,600	70	4,800
Mills	1,400	75	1,050	68	1,000
Mitchell	3,900	74	2,900	83	3,200
Montague	5,200	82	4,250	85	4,400
Montgomery	7,900	79	6,250	75	6,000
Moore	5,000	83	4,160	80	4,000
Morris	3,200	74	2,380	80	2,600
Motley	1,000	60	600	46	500
Nacogdoches	9,200	65	5,950	73	6,700
Navarro	11,100	84	9,320	84	9,300
Newton	2,600	63	1,630	71	1,900
Nolan	6,100	73	4,460	85	5,200
Nueces	66,600	82	54,370	87	57,700
Ochiltree	2,000	62	1,230	80	1,600
Oldham	500	71	350	93	470
Orange	17,400	80	13,880	83	14,400
Palo Pinto	6,300	81	5,110	88	5,500
Panola	4,500	55	2,470	79	3,500
Parker	7,200	81	5,830	83	6,000
Parmer	2,600	70	1,810	80	2,100
Pecos	2,900	55	1,580	77	2,200
Polk	4,100	70	2,850	64	2,600
Potter	40,900	89	36,420	93	38,100
Presidio	1,400	51	710	51	700
Rains	700	82	570	68	480
Randall	8,600	83	7,130	77	6,600
Reagan	700	67	470	91	640
Real	600	63	380	44	260
Red River	5,300	60	3,170	65	3,500
Reeves	5,000	60	3,000	84	4,200

Interview: Helen Sarid

Clinton E. Frank Agency Radio TV Supervisor tells why she selects the WLW TV Stations and WLW RADIO for Wilson's Evaporated Milk.



"The Crosley Broadcasting Corporation with its WLW TV Stations and WLW Radio has been a leader in its field for 37 years."

"This outstanding background and experience in technical skills, in showmanship, and in sales cannot be topped in the whole broadcasting industry."

"So the WLW call letters speak for themselves to make any advertiser or agency sit up and listen."

Call your WLW stations representative . . . you'll be glad you did! The dynamic WLW stations . . .

WLW-A Television Atlanta

WLW-I Television Indianapolis

WLW-D Television Dayton

WLW-C Television Columbus

WLW-T Television Cincinnati

W L W Radio

Crosley Broadcasting Corporation a division of **Avco**

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes	ARB % Tv Homes	ARB Tv Homes
Refugio	2,900	61	1,780	79	2,300
Roberts	300	63	190	78	230
Robertson	5,000	67	3,330	80	4,000
Rockwall	1,700	79	1,350	89	1,500
Runnels	4,700	70	3,280	81	3,800
Rusk	12,100	70	8,490	79	9,600
Sabine	1,700	62	1,060	65	1,100
San Augustine	1,800	59	1,070	82	1,500
San Jacinto	1,700	69	1,180	71	1,200
San Patricio	10,400	75	7,790	84	8,800
San Saba	2,300	58	1,340	60	1,400
Schleicher	600	55	330	82	490
Scurry	9,500	72	6,800	82	7,800
Shackelford	1,200	67	810	86	1,000
Shelby	6,800	55	3,750	67	4,600
Sherman	600	82	490	83	500
Smith	24,600	78	19,110	86	21,100
Somervell	800	70	560	79	630
Starr	3,200	56	1,810	64	2,000
Stephens	3,100	67	2,080	83	2,600
Sterling	200	66	130	75	150
Stonewall	1,000	72	720	83	800
Sutton	900	56	500	71	640
Swisher	2,600	71	1,850	82	2,100
Tarrant	175,100	89	155,700	89	155,100
Taylor	26,100	81	21,190	88	23,000
Terrell	90	55	490	45	410
Terry	5,000	78	3,880	79	4,000
Throckmorton	700	74	520	76	530
Titus	5,200	60	3,110	77	4,000
Tom Green	21,500	78	16,850	81	17,500
Travis	59,300	83	49,200	85	50,300
Trinity	2,300	69	1,590	62	1,400
Tyler	2,800	66	1,840	79	2,200
Upshur	5,000	66	3,280	68	3,400
Upton	1,700	67	1,140	81	1,400
Uvalde	5,000	62	3,100	73	3,600
Val Verde	5,100	53	2,680	61	3,100
Van Zandt	5,600	82	4,590	75	4,200
Victoria	15,500	65	10,070	78	12,000
Walker	4,300	75	3,200	78	3,400
Waller	3,100	79	2,460	77	2,400
Ward	4,300	64	2,740	80	3,500
Washington	5,200	72	3,730	68	3,500
Webb	16,100	63	10,190	76	12,300
Wharton	10,900	78	8,480	80	8,700
Wheeler	2,200	59	1,290	69	1,500
Wichita	35,500	84	29,890	88	31,100
Wilbarger	5,400	75	4,060	81	4,400
Willacy	5,200	63	3,270	72	3,800
Williamson	10,900	80	8,710	83	9,100
Wilson	3,300	80	2,660	78	2,600
Winkler	4,400	64	2,810	83	3,700
Wise	4,700	80	3,760	81	3,800
Wood	5,100	66	3,340	78	4,000
Yoakum	1,800	78	1,400	85	1,500
Young	4,800	74	3,560	89	4,300
Zapata	800	56	450	49	390
Zavala	2,600	62	1,610	55	1,400
State Total	2,790,800	81	2,265,210	84	2,334,250
UTAH					
Beaver	1,000	46	460	86	900
Box Elder	6,100	92	5,590	89	5,400
Cache	8,800	90	7,880	80	7,100
Carbon	7,200	61	4,400	76	5,500
Daggett	100	48	50	(Too few to measure)	
Davis	15,800	94	14,830	90	14,300
Duchesne	1,700	51	870	70	1,200
Emery	1,600	61	980	74	1,200
Garfield	700	45	320	74	520
Grand	1,600	65	1,040	40	600
Iron	2,700	45	1,210	70	1,900
Juab	1,500	67	1,000	88	1,300
Kane	700	45	310	69	480
Millard	1,700	67	1,130	68	1,200
Morgan	700	82	580	85	600
Piute	200	45	90	69	140
Rich	300	82	250	65	200
Salt Lake	110,400	95	105,220	93	102,700
San Juan	1,800	53	950	68	1,200
Sanpete	2,800	67	1,870	88	2,500
Sevier	2,900	67	1,930	90	2,600
Summit	1,400	82	1,150	89	1,200
Tooele	5,200	86	4,470	81	4,200
Uintah	2,700	51	1,380	83	2,200
Utah	28,200	93	26,320	87	24,500
Wasatch	1,300	82	1,070	81	1,100
Washington	3,000	45	1,350	61	1,800
Wayne	200	45	90	96	190
Weber	31,200	94	29,270	93	29,000
State Total	243,500	89	216,060	89	215,730
VERMONT					
Addison	4,900	87	4,240	79	3,900
Bennington	7,400	89	6,620	77	5,700
Caledonia	6,300	84	5,320	85	5,300
Chittenden	18,700	92	17,280	87	16,400
Essex	1,500	89	1,340	87	1,300
Franklin	7,000	88	6,140	89	6,200
Grand Isle	700	89	620	94	660
Lamoille	3,100	88	2,720	92	2,800
Orange	5,000	85	4,230	78	3,900
Orleans	5,600	89	5,000	78	4,400
Rutland	12,100	89	10,740	82	9,900
Washington	11,600	90	10,450	90	10,400
Windham	8,800	79	6,950	78	6,900
Windsor	10,800	83	8,990	81	8,700
State Total	103,500	88	90,640	84	86,460
VIRGINIA					
Accomack	9,400	68	6,400	80	7,500
Albemarle	15,800	68	10,770	68	10,800
Alleghany	6,900	79	5,440	79	5,500
Amelia	1,600	72	1,150	71	1,100
Amherst	5,600	75	4,190	67	3,700
Appomattox	2,000	75	1,500	70	1,400
Arlington	79,600	91	72,510	93	74,100
Augusta	18,800	68	12,860	67	12,600
Bath	1,600	62	990	64	1,000
Bedford	8,200	67	5,530	73	6,000
Bland	1,500	63	950	75	1,100
Botetourt	4,600	79	3,630	83	3,800
Brunswick	4,200	63	2,650	80	3,300
Buchanan	8,000	62	4,930	71	5,700
Buckingham	2,500	66	1,650	67	1,700
Campbell	22,700	82	18,570	79	17,900
Caroline	3,000	79	2,380	85	2,500
Carroll	7,900	61	4,800	74	5,800
Charles City	1,100	80	880	71	800
Charlotte	3,600	72	2,600	75	2,700
Chesterfield	18,500	89	16,470	95	17,600
Clarke	2,100	79	1,660	72	1,500
Craig	800	79	630	81	650
Culpeper	3,300	74	2,450	80	2,600
Cumberland	1,800	66	1,180	77	1,400
Dickenson	5,000	60	3,010	77	3,900
Dinwiddie	13,900	90	12,520	81	11,300
Essex	1,800	80	1,430	75	1,300
Fairfax	63,000	93	58,710	88	55,700
Fauquier	5,800	79	4,590	86	5,000
Floyd	2,600	60	1,570	70	1,800
Fluvanna	1,800	66	1,190	71	1,300
Franklin	6,500	67	4,380	72	4,700
Frederick	10,300	85	8,720	77	7,900
Giles	4,400	78	3,430	80	3,500
Gloucester	3,100	80	2,490	85	2,600
Goochland	1,800	78	1,400	86	1,600
Grayson	4,200	66	2,760	67	2,800
Greene	1,100	66	730	53	600
Greensville	3,800	72	2,740	81	3,100
Halifax	9,500	79	7,520	75	7,100
Hanover	7,400	78	5,790	80	5,900
Henrico	95,300	90	85,790	84	80,000
Henry	14,000	80	11,230	83	11,700
Highland	800	63	510	73	580
Isle of Wight	4,100	68	2,770	81	3,300
James City	3,200	80	2,560	83	2,700
King & Queen	1,500	80	1,200	67	1,000
King George	1,700	76	1,290	77	1,300
King William	1,900	79	1,510	84	1,600
Lancaster	2,500	77	1,910	84	2,100
Lee	6,300	64	4,030	75	4,800
Loudoun	6,100	88	5,400	78	4,800
Louisa	3,200	78	2,500	69	2,200
Lunenburg	3,100	63	1,950	74	2,300
Madison	2,100	66	1,390	56	1,200
Mathews	2,000	80	1,610	86	1,700
Mecklenburg	7,400	72	5,300	73	5,400
Middlesex	1,800	80	1,440	80	1,400
Montgomery	10,200	88	9,000	83	8,400
Nansemond	10,500	82	8,600	80	8,400
Nelson	3,100	75	2,330	80	2,500
New Kent	1,100	79	870	74	800
Newport News	50,700	91	45,890	86	43,400
Norfolk	150,900	91	137,120	83	125,700
Northampton	4,800	67	3,230	80	3,800
Northumberland	2,400	76	1,830	81	1,900
Nottoway	3,400	72	2,450	80	2,700
Orange	3,400	74	2,530	77	2,600
Page	4,000	72	2,870	84	3,400
Patrick	3,800	61	2,310	72	2,700
Pittsylvania	28,700	76	21,920	76	21,700
Powhatan	1,100	78	860	79	900
Prince Edward	3,900	72	2,820	66	2,600
Prince George	14,200	79	11,250	78	11,100
Princess Anne	17,100	86	14,650	83	14,300
Prince William	9,200	88	8,130	90	8,200
Pulaski	7,500	78	5,840	85	6,300
Rappahannock	1,500	66	990	82	1,200
Richmond	1,900	76	1,450	81	1,500
Roanoke	43,800	90	39,360	91	39,900
Rockbridge	7,700	62	4,810	79	6,100
Rockingham	13,900	79	10,920	72	10,000
Russell	5,800	60	3,490	68	4,000
Scott	7,400	65	4,800	70	5,200
Shenandoah	6,000	72	4,310	80	4,800
Smyth	7,100	66	4,660	77	5,500
Southampton	6,400	67	4,320	84	5,400
Spotsylvania	7,500	78	5,820	79	5,900
Stafford	4,400	78	3,430	71	3,100
Surry	1,500	80	1,200	72	1,100
Sussex	2,700	72	1,950	82	2,200
Tazewell	11,100	64	7,160	77	8,500
Warren	4,000	79	3,170	75	3,000
Washington	12,800	63	8,070	76	9,800
Westmoreland	2,800	77	2,140	78	2,200
Wise	12,100	65	7,920	85	10,300
Wythe	5,300	63	3,360	84	4,500
York	5,700	80	4,580	83	4,700
State Total	1,039,500	82	854,550	82	851,230
WASHINGTON					
Adams	3,700	81	3,010	93	3,400
Asotin	4,600	72	3,320	82	3,800
Benton	21,900	70	15,350	81	17,700
Chelan	14,600	71	10,350	74	10,900
Clallam	9,000	84	7,520	83	7,500
Clark	28,600	88	25,080	93	26,500
Columbia	1,700	72	1,220	82	1,400
Cowlitz	18,800	75	14,020	91	17,100
Douglas	4,700	64	3,000	80	3,700
Ferry	1,100	71	780	74	800
Franklin	6,100	74	4,500	81	4,900
Garfield	900	72	650	86	770
Grant	16,000	71	11,340	84	13,500
Grays Harbor	18,500	74	13,600	82	15,200
Island	5,800	86	5,010	90	5,200
Jefferson	2,300	84	1,940	83	1,900
King	314,300	89	280,140	94	294,500
Kitsap	27,100	91	24,610	92	25,000
Kittitas	6,200	66	4,100	80	5,000

Interview: Wesby Parker

President of Dr Pepper tells why he recommends time on WLW Television and Radio Stations.

"The famous Crosley Group reaches over 9 states and 6.5 million homes—giving advertisers one of the best buys and biggest markets of all 'time'."
"The 5 WLW Television Stations and WLW Radio offer that great big number one desirability—AUDIENCE COVERAGE!"
Dr Pepper
"So to doctor and pep up your sales, just leave it to Crosley Broadcasting **Cooperation**—as we call it. Because the WLW Stations sure give complete cooperation to advertisers!"

Call your WLW Stations' Representative... you'll be glad you did! The dynamic WLW Stations...

WLW-C Television Columbus

WLW-T Television Cincinnati

WLW-A Television Atlanta

WLW-I Television Indianapolis

WLW-D Television Dayton

W L W Radio

Crosley Broadcasting Corporation, a service of **Avco**

County	Total Homes	Nielsen % Tv Homes	Nielsen Tv Homes	ARB % Tv Homes	ARB Tv Homes
Klickitat	4,100	65	2,660	73	3,000
Lewis	14,100	77	10,910	80	11,300
Lincoln	3,000	81	2,430	88	2,600
Mason	4,600	85	3,900	93	4,300
Okanogan	9,100	64	5,790	79	7,200
Pacific	5,000	67	3,330	80	4,000
Pend Oreille	2,300	71	1,640	81	1,900
Pierce	97,900	91	88,610	95	92,700
San Juan	1,000	86	860	86	900
Skagit	16,200	79	12,820	86	14,000
Skamania	1,500	78	1,170	81	1,200
Snohomish	48,900	90	44,030	86	42,100
Spokane	95,100	90	85,870	94	89,800
Stevens	6,500	71	4,630	71	4,600
Thurston	17,200	86	14,810	96	16,500
Wahkiakum	1,000	66	660	83	800
Walla Walla	12,800	70	8,980	81	10,400
Whatcom	24,900	77	19,250	85	21,300
Whitman	8,900	75	6,640	81	7,200
Yakima	47,100	86	40,600	85	39,800
State Total	927,100	85	789,130	90	834,370
WEST VIRGINIA					
Barbour	4,400	61	2,700	65	2,900
Berkeley	8,500	83	7,060	86	7,300
Boone	6,100	79	4,840	81	5,000
Braxton	4,400	57	2,520	70	3,100
Brooke	7,400	94	6,930	89	6,600
Cabell	35,200	93	32,580	91	31,900
Calhoun	2,100	65	1,370	65	1,400
Clay	3,300	67	2,220	72	2,400
Doddridge	1,900	59	1,130	60	1,100
Fayette	18,100	78	14,090	78	14,100
Gilmer	1,900	55	1,040	63	1,200
Grant	2,200	60	1,320	60	1,300
Greenbrier	9,300	77	7,180	76	7,000
Hampshire	3,300	61	2,020	79	2,600
Hancock	10,400	92	9,600	89	9,200
Hardy	2,300	60	1,380	62	1,400
Harrison	21,700	66	14,220	90	19,600
Jackson	3,800	66	2,490	84	3,200
Jefferson	4,300	87	3,740	85	3,700
Kanawha	69,500	90	62,360	89	62,100
Lewis	4,900	61	2,990	83	4,100
Lincoln	5,000	86	4,290	76	3,800
Logan	15,600	82	12,840	84	13,000
McDowell	17,900	79	14,060	76	13,600
Marion	19,000	82	15,640	88	16,700
Marshall	11,100	90	9,960	85	9,500
Mason	6,200	86	5,310	82	5,100
Mercer	19,800	78	15,400	83	16,400
Mineral	5,800	61	3,550	76	4,400
Mingo	10,100	83	8,330	79	7,900
Monongalia	15,100	85	12,820	84	12,700
Monroe	3,000	66	1,980	67	2,000
Morgan	2,300	61	1,410	80	1,800
Nicholas	6,900	67	4,620	75	5,200
Ohio	21,000	93	19,490	97	20,400
Pendleton	2,200	60	1,320	60	1,300
Pleasants	1,600	74	1,180	91	1,500
Pocahontas	2,900	60	1,740	62	1,800
Preston	6,400	69	4,430	82	5,300
Putnam	5,900	86	5,060	77	4,600
Raleigh	21,600	71	15,350	81	17,600
Randolph	7,100	63	4,450	67	4,700
Ritchie	3,500	55	1,920	74	2,600
Roane	3,700	65	2,420	72	2,700
Summers	4,500	66	2,970	73	3,300
Taylor	4,400	69	3,040	79	3,500
Tucker	2,100	60	1,260	79	1,600
Tyler	2,800	74	2,060	72	2,000
Upshur	5,000	61	3,070	62	3,100
Wayne	8,900	83	7,380	80	7,200
Webster	3,900	60	2,340	65	2,500
Wetzel	4,800	73	3,530	85	4,100
Wirt	1,300	66	860	70	900
Wood	26,700	70	18,820	90	24,000
Wyoming	9,500	72	6,860	78	7,400
State Total	512,600	79	403,540	83	425,400
WISCONSIN					
Adams	2,400	73	1,760	66	1,600
Ashland	5,300	82	4,320	87	4,600
Barron	9,700	85	8,230	81	7,900
Bayfield	3,400	77	2,610	81	2,600
Brown	33,400	93	30,990	95	31,900
Buffalo	4,000	85	3,410	68	2,700
Burnett	2,300	78	1,790	70	1,600
Calumet	4,800	91	4,350	87	4,200
Chippewa	13,100	86	11,240	80	10,500
Clark	9,500	80	7,620	76	7,300
Columbia	11,700	85	9,910	82	9,600
Crawford	4,600	77	3,550	74	3,400
Dane	61,200	89	54,730	89	54,600
Dodge	18,100	92	16,720	79	14,300
Door	6,800	91	6,180	82	5,600
Douglas	14,400	87	12,570	93	13,500
Dunn	7,700	86	6,590	84	6,400
Eau Claire	18,300	91	16,710	83	15,200
Florence	800	77	620	69	550
Fond du Lac	21,600	91	19,600	91	19,600
Forest	1,800	77	1,390	69	1,200
Grant	13,000	84	10,960	85	11,100
Green	7,600	83	6,320	79	6,000
Green Lake	4,600	78	3,580	85	3,900
Iowa	5,900	77	4,550	80	4,700
Iron	2,300	82	1,880	88	2,000
Jackson	4,200	83	3,470	82	3,400
Jefferson	15,300	92	14,140	87	13,300
Juneau	5,100	73	3,740	75	3,800
Kenosha	30,000	93	27,920	95	28,500
Kewaunee	4,600	91	4,180	84	3,800
La Crosse	21,100	87	18,320	90	18,900
Lafayette	4,500	83	3,740	77	3,500
Langlade	5,800	82	4,770	87	5,000
Lincoln	6,500	82	5,340	86	5,600
Manitowoc	20,800	93	19,270	90	18,700
Marathon	25,200	86	21,660	84	21,300
Marinette	11,000	87	9,580	85	9,400
Marquette	2,500	78	1,960	76	1,900
Milwaukee	317,400	94	298,670	96	303,700
Monroe	8,800	85	7,460	83	7,300
Oconto	6,800	91	6,160	82	5,600
Oneida	7,000	76	5,330	86	6,100
Outagamie	27,200	93	25,200	94	25,400
Ozaukee	9,800	93	9,070	91	8,900
Pepin	2,100	85	1,790	82	1,700
Pierce	6,800	85	5,790	90	6,100
Polk	7,900	91	7,170	87	6,900
Portage	9,700	85	8,270	89	8,600
Price	3,600	76	2,750	78	2,800
Racine	40,400	94	37,780	95	38,400
Richland	5,200	77	4,000	82	4,200
Rock	34,100	89	30,240	89	30,300
Rusk	4,600	76	3,520	73	3,400
St. Croix	7,800	91	7,120	92	7,200
Sauk	11,800	87	10,210	77	9,000
Sawyer	3,000	77	2,310	77	2,300
Shawano	9,400	87	8,200	83	7,800
Sheboygan	27,300	92	25,220	90	24,600
Taylor	4,700	77	3,600	85	4,000
Trempealeau	6,800	83	5,620	83	5,700
Vernon	7,300	77	5,640	82	6,000
Vilas	2,500	76	1,910	66	1,700
Walworth	16,200	92	14,950	92	14,900
Washburn	2,900	78	2,270	73	2,100
Washington	12,300	94	11,510	86	10,600
Waukesha	38,900	93	36,130	95	36,900
Waupaca	10,200	92	9,370	84	8,600
Waushara	4,000	78	3,120	78	3,100
Winnebago	32,800	91	29,690	90	29,700
Wood	17,200	85	14,610	88	15,100
State Total	1,151,400	90	1,034,950	90	1,032,550
WYOMING					
Albany	6,900	58	4,030	78	5,400
Big Horn	3,200	52	1,660	70	2,300
Campbell	1,700	46	790	58	1,000
Carbon	5,300	63	3,310	65	3,400
Converse	1,700	60	1,020	77	1,300
Crook	1,300	46	600	61	800
Fremont	7,200	53	3,810	74	5,300
Goshen	3,600	59	2,140	84	3,000
Hot Springs	1,800	52	940	79	1,400
Johnson	1,400	50	690	73	1,000
Laramie	17,200	85	14,670	90	15,500
Lincoln	2,400	59	1,410	66	1,600
Natrona	12,700	61	7,790	83	10,500
Niobrara	1,200	53	640	81	1,000
Park	5,200	54	2,800	73	3,800
Platte	2,400	53	1,270	60	1,400
Sheridan	6,500	52	3,400	75	4,900
Sublette	1,000	45	450	58	600
Sweetwater	5,300	53	2,780	72	3,800
Teton	1,400	54	760	76	1,100
Uinta	1,900	59	1,120	92	1,800
Washakie	2,500	50	1,240	81	2,000
Weston	2,400	46	1,100	79	1,900
Yellowstone National Park	100	56	60	(Too few to measure)	
State Total	96,300	61	58,480	78	74,800
U.S. Total	(See note)	87	45,200,000	88	46,0:9,980

(NOTE: Nielsen's national totals do not include Alaska and Hawaii; ARB's do include both those states. Total U.S. homes were 52,000,000 in the Nielsen calculations, 52,207,800 in ARB.)

Here are ARB's figures for television ownership in Alaska and Hawaii, America's newest states. Nielsen did not include either in its report on tv ownership.

ALASKA

	Total Homes	ARB % Tv Homes	ARB Tv Homes
1st Judicial District	10,200	78	3,700
3rd Judicial District	28,000	89	16,200
4th Judicial District	5,900	88	5,200
State Total	44,100	86	25,100

HAWAII

	Total Homes	ARB % Tv Homes	ARB Tv Homes
Honolulu	119,700	90	108,100
Hawaii	17,700	85	15,000
Maui	12,600	67	8,500
Kauai	8,400	34	2,800
State Total	158,400	85	134,400

NOTE: The Nielsen television ownership figures included several provinces in Canada. ARB made no measurements in Canada. For the Nielsen report on Canadian tv ownership see BROADCASTING, June 13.

Interview: Fletcher Richards Jr.

Account Executive of Fletcher Richards, Calkins & Holden when asked why he selects WLW Radio-TV stations for U. S. Rubber Farm Boots:

"Our WLW advertising enabled U. S. Rubber Farm Boots to open 25 new dealerships in the WLW primary coverage area!"

"And this WLW campaign sparked dealers into unprecedented enthusiasm and cooperation in promotional tie-ins!"

"This first Radio attempt to sell these particular U. S. Rubber Farm Boots was so successful that we'll be back again and again on WLW with lots more advertising to boot!"

Call your WLW Stations' Representative . . . you'll be glad you did! The dynamic WLW stations . . .

WLW-I Television Indianapolis

WLW-D Television Dayton

WLW-C Television Columbus

WLW-T Television Cincinnati

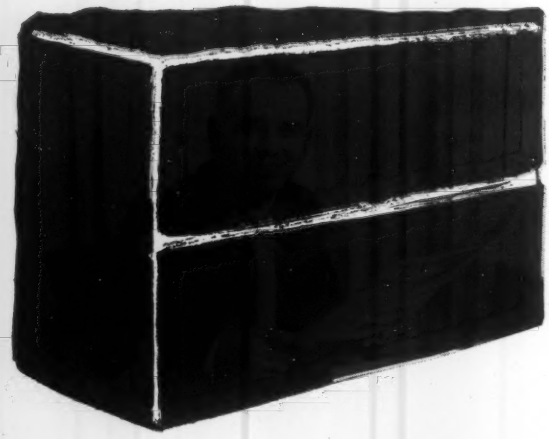
WLW-A Television Atlanta

W L W Radio

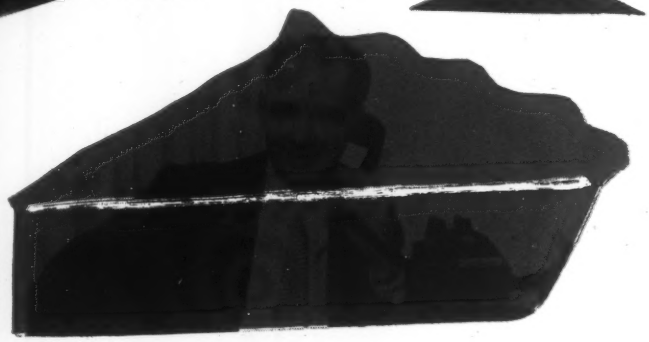
Crosley Broadcasting Corporation, a division of *Avco*

Interview: Gene FitzGerald

Penick & Ford Advertising Manager tells why he chooses
WLW TV Stations and WLW Radio for My-T-Fine Puddings and Swel Frosting Mix



"The WLW Stations take the cake for offering advertisers the big 3 in broadcasting —PROGRAMMING, AUDIENCE, PROMOTION!"



"This programming has helped give us a mighty fine position in the market and the loyal program audience helps create a loyal brand consumer."

"And for the cherry on the cake, we welcome the Crosley Stations practical promotion and merchandising help."

Call your WLW Stations' Representative . . . you'll be glad you did! The Dynamic WLW Stations

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HOW TO TEST DAYTIMERS PLAN?

Issues rehashed in Hill hearing on extended time proposals

Proponents and opponents of five identical House bills to extend the hours of daytime am stations bent the ears of House Communications & Power Subcommittee members last week. By the time the four-day hearing ended it appeared all subcommittee members attending were turning over in their minds some kind of "area" test on an undetermined number of frequencies to determine whether:

■ Daytimers, as the 130-member Daytime Broadcasters Assn. claims, can operate from 6 a.m. to 6 p.m. throughout the year without causing extensive interference to regional and clear channel outlets and without themselves suffering excessive interference from regional and clears and other daytimers.

■ The reverse would be true, as held by the FCC, Clear Channel Broadcasting Service, Regional Broadcasters and others, and such operation would torpedo skywave service to 25.5 people in rural areas, make a shambles of am allocations and cutback the signals of the daytimers themselves in many cases before they reach their own city limits.

The proposal for a "test" was advanced or suggested at one time or another by all committee members who attended the hearings: Chairman Oren Harris (D-Ark.) and Reps. William H. Avery (R-Kan.), J. Arthur Younger (R-Calif.) and John Flynt (D-Ga.). And they elicited from practically all witnesses the admission that an actual test might prove something, but nobody seemed to agree on whether such a test would be practicable, what areas would be covered and how many stations should take part on how many frequencies.

DBA, which has advocated letting daytimers operate 6 a.m. to 6 p.m. for one or two winters, thought a test should be "wholesale" (i.e., all daytimers), but was unable to explain how this could be done without conflicting with the North American Regional Broadcast Agreement (NARBA—now in force) and the U.S.-Mexican agreement of 1957 (consented to, along with NARBA, by the Senate last March and awaiting ratification by Mexico). Signatory countries have been firm in demanding no trespassing on their clear channels after sunset and protection of other fulltime stations on U.S. regional channels.

The FCC, which testified earlier, didn't discuss the suggestions fully, but indicated it already knew what the answer would be: chaos. The FCC probably will comment on proposals for a test at either a hearing or conference sometime this week, but a spokesman hinted last week what at least part of the FCC's answer might be: there are a maze of legal questions (modifications of permits, treaties, etc.) which could not possibly be resolved by anything so limited as a committee recommendation.

Opponents of the DBA plan conceded something might be proved, but it wouldn't be enough to warrant the destruction of service and the trouble in the am band they expected would take place. And some suggested that a test could create a confusion comparable to the open spectrum chaos that prompted Congress to pass the Federal Radio Act in 1927.

Some also said privately that any sizeable test would be almost out of the question because of the area that would have to be sifted and the prohibitive expenses involved in engineering tests and polls of listeners.

Last week's testimony:

For Extended Daytimer Hours

J. R. Livesay, WLBH Mattoon, Ill., DBA chairman ■ What really counts is whether listeners in areas to be served by local daytime stations prefer programs by those stations or those from distant clear channel outlets, Mr. Livesay said. He charged the FCC reportedly purchased a 1956 A.C. Nielsen Co. survey which showed clear channel stations lost considerable audience at night, but failed to include these findings in its proceedings on the daytimers' request. Skywave signals at long distances are "weak" and "unreliable," he said.

Mr. Livesay played tape recordings made of reception in his area from WSM Nashville which he termed "poor," then played a tape of reception of daytimer WCNT Centralia, Ill., 75 miles away, a few minutes before its sunset sign-off. The WCNT signal not only was much better than WSM's, he said, but under FCC theory was "impossible" because of skywave interference from WCAU Philadelphia.

He said DBA has only 130 station members; that other daytimers have donated money to DBA's efforts, but are afraid of retribution from the FCC if they openly belong to DBA.

He thought any test of whether chaotic interference would be caused by extended daytimer operation, as claimed by the FCC, should be conducted on a "wholesale basis" (i.e., all daytimers), bringing this comment from Rep. Harris: "You want to blanket the country—like pay tv."

Everett L. Dillard, Commercial Radio Equipment Co., consulting engineer representing DBA ■ Mr. Dillard said differentials in sunrise and sunset and in times in different parts of the country can lead to misinterpretation where there are interference questions between a station in one part of the country and one in another. He said some evidence presented by clear channel interests does not reflect these points and that other evidence alleges maximum skywave conditions at hours before this phenomenon reaches its maximum after sunset.

On the other hand, in January the sun rises at 7:45 in the midwest when it's 5:45 on the west coast. Rural people in the midwest are up and listening from 6 to 7:45, he said, but few people on the west coast are listening from 4 to 5:45 a.m.

He acknowledged to questioning from committee members that an area test of interference from extended hours of daytimers might be helpful.

Richard E. Adams, WKOX Framingham, Mass., DBA president ■ Mr. Adams said daytimer WKOX has tried since 1948 to extend its hours to sunset at Fort Wayne, Ind. (Westinghouse Broadcasting's WOWO, clear on 1190 kc), instead of sunset at Framingham (an hour earlier), but the FCC has denied the request because of the freeze of limited time station changes on clear channels. Yet, he said, KPOP Los Angeles, also on a frozen frequency, was granted a power increase from 5 to 50

IN HILL HOPPER

Here are capsulated versions of new legislation of interest to broadcasters and advertisers:

HR 12536. Rep. Wilbur Milis (D-Ark.)—would allow manufacturer to deduct up to 5% from his sales price of product subject to federal manufacturers excise tax for local advertising on tv, radio and newspapers when manufacturer pays for such advertising. House Ways & Means. June 7.

HR 12537. Rep. Noah Mason (R-Ill.)—same as 12536.

kw shortly after it was assigned to Storer Broadcasting Co. last year.

Others in Support ■ George C. Biggar, WLBK DeKalb, Ill.; Howard O. Miller, WLBH Mattoon, Ill.; Alfred F. Sorenson, WKRS Waukegan, Ill.; George J. Volger, KWPC Muscatine, Iowa, and Chauncey B. Watson, a farmer from DeKalb, Ill., testified that shortened hours substantially harmed the daytime stations and greatly inconvenienced the audience. Each of the five cited specific examples to show that the changing hours confused the viewer and confounded the advertiser.

Rep. Paul Jones (D-Mo.), who owns daytimer KBOA Kennett, Mo., said he didn't believe predictions that daytimers would be subjected to interference which would restrict their own service area to a few miles if their hours were extended. He advised going ahead with a test with reliance on the public for complaints. "If they get interference, you'll hear from them." Rep. Jones said he advocates an FCC fee for licenses and he didn't feel it would be unreasonable if he had to pay a fee of $500 to $1,000.

Reps. George Shipley (D-Ill.) and Merwin Coad (D-Iowa), authors of two of the five identical bills for 6 a.m.-6 p.m. daytimer operation, spoke favorably of their bills. Mr. Shipley said his district has nine daytime stations.

Against Extended Hours

Frederick W. Ford, FCC chairman ■ Since skywave propagation begins growing two hours before sunset, the FCC has compromised to the "utmost limit" by letting daytime stations operate to sunset and much of the primary service areas of clear channel stations are subjected to serious destructive interference of service to "many millions of people," Mr. Ford said.

He said the FCC is unanimous in deciding that loss of service through extended daytime hours would vastly exceed the gain. He said the FCC believes listener surveys can be used in am broadcast allocations "very cautiously and to a very limited extent." The FCC's use of 1956 A.C. Nielsen Co. figures showed listening to clear channel services beyond their service areas, but also showed cases where not all the service is actually listened to, he said, adding that the FCC feels listener surveys fail to support any general conclusions justifying extended hours.

Most daytimers are restricted from extended operation by the North American Regional Broadcasting Agreement and the Mexican treaties ratified this year and informal inquiries about possible modification in the degree of protection have convinced the FCC further discussion would be useless, Mr. Ford said.

Mr. Ford was skeptical of a test of possible interference by letting daytimers operate 6 a.m.-6 p.m. for a given period. The FCC is already certain of the chaos that would result, he said, and "we don't want to take service away from people so they'll know what happened to them."

John H. DeWitt Jr., WSM Nashville, chairman of Clear Channel Broadcasting Service engineering committee (statement presented by Russell Eagan, attorney) ■ Mr. DeWitt's statement said more than half the land area of the U.S., with 25.5 million people, do not receive adequate nighttime groundwave service and only skywave is available to them. The only possible way to improve service to them is through preserving the U.S. I-A channels and authorizing higher power for these stations, he said.

The DBA proposal should not be enacted, he said, because the present operation of daytime and limited time stations causes objectionable interference and any change should restrict rather than extend hours of daytimers. Existing treaties prohibit before-sunrise or after-sunset operation of 461 or 28.74% of such stations, he said, and changes should improve rather than degrade service. Extended hours for present daytimers would further degrade and prohibit improvement and authorization for future daytimers would be even more devastating, he said.

Hollis M. Seavey, director, Regional Broadcasters ■ Mr. Seavey said the DBA argument has implied their struggle is with clear channel stations, but that only 3% of daytimers are on clears, while 64% are on regional channels. And regionals would be most in jeopardy if the DBA proposal were approved, he said.

The problem is basically one of engineering, he said, and until natural laws "can be changed by legislation, FCC action or advances in the technical art, we must abide by them." DBA claims that a single daytimer station on after sunset met no problems might be true in an isolated instance, he said, but if all daytimers on most regional frequencies operated beyond sunset the results would be chaotic.

Others in Opposition ■ Arthur Hull Hayes, president, CBS Radio; Frank G. Kear, Kear & Kennedy consulting engineers, representing Triangle Publications Radio & Tv Division and ABC; Andrew G. Haley, Washington attorney representing Meredith Broadcasting Co.; Louis N. Seltzer, WCOJ Coatesville, Pa., and F.C. Sowell, WLAC Nashville, all testified that implementation of the DBA proposal would result in destruction of the existing service by unlimited stations over wide areas and that daytimers would receive so much interference that they could be heard by only a fraction of their usual audiences.

TO SENATE NEXT
Way is cleared for Lee confirmation

The Senate Commerce Committee last week (Wednesday) favorably reported the nomination of FCC Commissioner Robert E. Lee for a new seven-year term beginning July 1. The action was expected and no known opposition has yet developed (CLOSED CIRCUIT, June 13), though not all committee members had been polled by the following day.

The Lee nomination became eligible for Senate action the next day, but the Senate debated till 11:55 p.m. Thursday without calling the "executive calendar" which contains all nominations. Senate action could come at any time.

The Lee nomination, made last February (BROADCASTING, Feb. 22), had been held up since then by the committee, partly because the expiration of his first term was months away (this June 30) and partly because the nomination became inadvertently involved in politics involving a member of the Federal Power Commission (BROADCASTING, May 30, *et seq.*).

'Full agency' bill committee approved

A bill to continue FCC and Federal Power Commission members in office after their terms expire until successors are appointed and qualified was approved by the House Commerce Committee last week. The bill (S 1965) has been approved by the Senate, but was amended by the House group and if passed by the House would be returned to the Senate with a request for agreement to the amendment.

The bill originally specified that an FPC or FCC member whose term expires would serve until his successor had been appointed and qualified. The House amendment would allow him to serve only through the next session of Congress following the expiration of his term. The amendment also provides that any person chosen to fill a vacancy may be appointed only for the unexpired term for which he is appointed, which means a nominee to the John C. Doerfer vacancy on the FCC could serve no longer than next June 30, when that seven-year expires, even if the first session of the 87th Congress were still in session.

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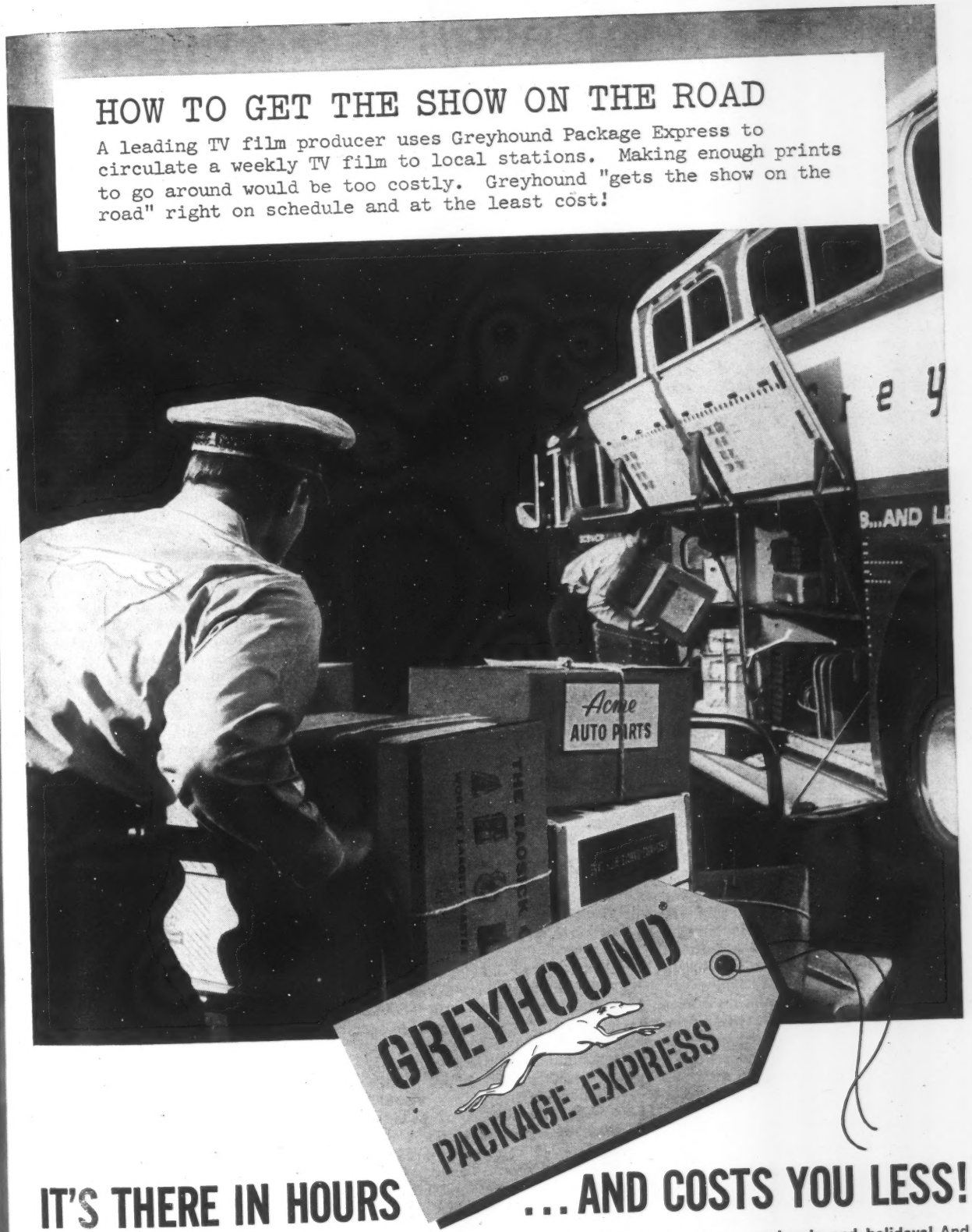

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PHILADELPHIA RERUNS MIAMI STORY

Judge Stern starts rehearing on controverted ch. 7 case

Special FCC Hearing Examiner Horace Stern's *ex parte* roadshow opened a new stand in Philadelphia last week with the January 1956 grant of ch. 7 Miami to Biscayne Tv Corp. the vehicle being investigated.

Much of the testimony during Monday-through-Friday hearings centered around charges of off-the-record contacts in the case placed in the record of the House Legislative Oversight Subcommittee two years ago (BROADCASTING, June 9, 1958). Most of it involved "special emissaries" commissioned by three of the four applicants for ch. 7, none of whom appeared in the official record as participants.

Two Florida lawyers were paid $5,000 each, it was brought out, while a third Florida man contacted then Commissioner Richard A. Mack without receiving a fee. All three were close personal friends of Floridan Mack, who was confirmed as a member of the FCC shortly before the first ch. 7 vote was taken.

The ch. 7 grant to Biscayne (WCKT [TV]) is the fourth tv case which Judge Stern has reheard following disclosures by the House subcommittee—and the second in Miami. The late Stephen J. Angland compiled most of the ch. 7 information while an attorney for the Oversight Subcommittee.

Mr. Angland testified in public on the case but no other witnesses were called by the House group.

The Principals ■ In addition to Biscayne, represented by Paul Connolly and Stanley Harris, other ch. 7 applicants and their counsel are South Florida Tv Corp. (Benito Gaguine), East Coast Tv Corp. (Arthur Scharfeld and Theodore Baron) and Sunbeam Tv Corp. (Bernard Koteen). Commission counsel are Ed Holtz, associate general counsel, Jim Brennan and Joel Rosenbloom.

Principals of all the applicants except Sunbeam were called to testify last week by Mr. Holtz. Interruptions were frequent with objections by counsel as to what is and is not relevant to the case, leading Judge Stern to proclaim at one point:

"I must profess if I were acting on the whole question of relevancy, a large portion of all the testimony could be stricken out. . . ." He reminded the "Philadelphia" lawyers that the only purpose of the hearing is to determine if there were undue influences exerted on any commissioners or any improprieties by any of the applicants.

Following Friday's (June 17) session, the hearing was adjourned until next Thursday (June 23). Scheduled to testify at that time are James Cox, former Miami attorney Perrine Palmer, and Roy Cohn, New York lawyer and former Senate investigator. Mr. Cox, publisher of the *Miami Daily News*, owns Biscayne in partnership with Jack Knight, publisher of the *Miami Herald* and Niles Trammell, former NBC president.

Ben Fuqua, Mack's Friend ■ Mr. Fuqua, vice president of the Florida Power & Light Co., testified concerning two trips he made to Washington to see Mr. Mack on behalf of Biscayne. Before the first trip, late in 1955, he told of a meeting with Messrs. Knight, Trammell and McGregor Smith, president of the power company.

He said that Mr. Knight asked him to speak to the then commissioner and "try to get a reading on him." The witness said he knew nothing and was told nothing about the merits of the case. Subsequently, Mr. Fuqua said, he talked to Mr. Mack in Washington, told him good things about the Biscayne group and reported back to Mr. Trammell that the commissioner seemed favorable to the applicant.

After the grant had been returned to the commission to consider the Trammell-NBC relationship, Mr. Fuqua said, Mr. Trammell asked him to talk to his college friend on the FCC again. "He [Mack] told me that they [Biscayne] didn't have anything to worry about."

He said that the Biscayne principals did not ask him to try to sell them to the commissioner, but that he was "highly complimentary" on his own. The witness denied, however, ever asking Mr. Mack to vote for the eventual winning applicant or exerting any pressures.

Niles Trammell, Biscayne President ■ The former NBC president said that he okayed Mr. Fuqua's contacts with Mr. Mack because (1) of concern about delay of five months since it had become known Biscayne was favored in staff instructions and (2) he had heard that Miami attorney Thurman Whiteside was busy contacting commissioners on behalf of another applicant.

He said Mr. Knight told him at a party one night that "McGregor feels that he has a man working for him that might be helpful to us." A meeting was held and soon afterward the emissary was dispatched to Washington with the knowledge of Messrs. Trammell and Knight, Mr. Trammell said. "I think he went up there to say that we were nice people and to say something complimentary about us," he stated.

After the case had been remanded, Mr. Trammell said that he casually told Mr. Fuqua: "The next time you see your friend, ask him if I am in serious trouble."

Mr. Trammell said that he resigned as NBC president in December 1952 to become "wing-man" of the Biscayne group (he owns 15%, the Knight and Cox newspaper interests 42½% each). At that time, there were no competing applicants and Mr. Trammell said none were expected—therefore, a quick grant was contemplated.

John S. Knight, Biscayne Vice President ■ A third version of the Miami meeting which sent Mr. Fuqua to Washington was given by the *Miami Herald* publisher. "The sole purpose . . . was to ascertain whether Mr. Mack, who had voted for us in July, had undergone any change in mind. . ." Mr. Knight said. He recounted rumors of Mr. Whiteside's activities and said Biscayne was seeking reassurance.

All attention was centered on Mr. Mack, Mr. Knight testified, because he was the only commissioner about whom reports were being circulated.

On the aisle

An interested spectator during most of last week's rehearing of the Miami ch. 7 grant to Biscayne Tv Corp. was George Perry, attorney for the House Legislative Oversight Subcommittee. It was this subcommittee which over two years ago first made charges of *ex parte* representations in the tv contest.

Mr. Perry "did not fraternize" with the participants in the hearing and did not give any clue as to why he was there, observers reported. The chief clerk of the subcommittee refused to identify the man sent to sit in on the Philadelphia hearings.

Jack Knight is one of the principal Biscayne stockholders and his chain of newspapers has been running in recent weeks a series of expose articles on congressional expense accounts, including a Hawaiian trip of Rep. Oren Harris (D-Ark.), chairman of the oversight subcommittee, and others.

Mr. Knight also told of two meetings with then FCC Chairman McConnaughey after the staff instructions had been issued. Both, he said, were for the purpose of finding out when a decision could be expected. The commissioner was inconclusive, Mr. Knight recounted, and he then asked Sen. Warren Bricker (R-Ohio) to query Mr. McConnaughey. The senator reported back that he received the same inconclusive answer, the witness said.

John D. Pennekamp, Miami Herald Associate Editor ■ The *Herald* editor was called to testify on (1) a luncheon meeting he arranged between Messrs. Mack and Trammell and (2) a call from Commissioner Mack just before the ch. 7 vote in January 1956. He denied the summer 1955 luncheon was arranged expressly for Mr. Mack, then an FCC nominee, to meet Mr. Trammell.

Separate meetings with both men had been arranged, Mr. Pennekamp said and the combined lunch probably came about when he told Mr. Mack "we are getting into a conflict of dates —you have a community of interests, let's all get together." Mr. Pennekamp said he left immediately after introducing the two men and that the Biscayne application or Mr. Trammell's interests were not mentioned in his presence.

In January 1956, Mr. Pennekamp said that Mr. Mack called him from Washington and said he was "going down to vote on ch. 7 in a few minutes . . . I want you to tell me are these people in Biscayne Tv Corp. good people?" The newspaper man said that he was very surprised by the call because Messrs. Knight and Trammell were well known by Mr. Mack, a Florida native.

Jack C. Stein, South Florida ■ Mr. Stein, president of South Florida, ran afoul of Judge Stern when he expressed suspicions that Vice President Richard Nixon was in on a "fix" to award the channel to Biscayne. He also claimed that Chief Hearing Examiner James D. Cunningham was not giving his application a fair shake.

Paul Connolly, Biscayne attorney, asked Mr. Stein: "Do you think John Knight could get the vice president to fix a tv case?"

"I was suspicious of that," the witness replied, and as grounds for his suspicion cited a newspaper photograph showing the vice president, Mr. Knight and their wives. "I was suspicious a fix was in for the newspapers. I thought the hearing would be just a formality," he said.

At this point, Judge Stern interrupted. "I order that innuendo stricken from the record that either Vice President Nixon or Col. Cunningham was guilty of any fixing in this case," the examiner said. "I do not propose to have such an insulting charge made without the slightest basis therefor."

Mr. Stein said that he employed Miami attorney Thurman A. Whiteside after Sen. George Smathers (D-Fla.) had "cautioned me to watch out for pressures from the White House." Mr. Whiteside was chosen, and paid a $5,000 fee, to investigate rumors that other parties were making improper pressures and visiting commissioners, Mr. Stein claimed. "The whole purpose . . . was to get information on where the pressures were coming from," he insisted.

"We didn't want any irregular procedures and I was not looking for Mack's vote." The witness said he had been advised by counsel that Commissioner Mack could not participate because he joined the FCC in July 1955, after the ch. 7 oral argument.

Mr. Stein also said he tried to hire New York attorney, Roy M. Cohn, "who had contacts in Washington." This move came "when I was convinced the whole case was rigged, he said.

His Reasons ■ South Florida's president said he believed there were irregularities in the ch. 7 contest because (1) of the delay between staff instructions (July 1955) and the grant to Biscayne (January 1957); (2) former Commissioner Freda Hennock (who was replaced by Mr. Mack) allegedly stated that the other commissioners were not going to let her vote in the case; (3) Messrs. Trammell, Knight and others were frequent visitors, Mr. Stein had heard, of commissioners; (4) Biscayne's application actually was prepared in the NBC offices in New York, and (5) three commissioners attended the WCKT dedication while the case still was in the courts.

Judge Stern pointed out that Mr. Stein had mentioned many persons who he had heard exerted pressures on the commissioners and drew an admission from the witness that the South Florida president did not know from his own

Debate now durable ■ One of the most famous debates since Lincoln-Douglas became a permanent part of U.S. history last week when Vice President Richard M. Nixon accepted on behalf of the Library of Congress, the original Videotape recording of his encounter with Soviet Premier Khrushchev. The recording of the impromptu verbal exchange during Mr. Nixon's Russian trip will become part of the library's audio-visual collection.

Mr. Nixon is shown accepting the tape from Phillip L. Gundy, vice president of Ampex. The two political leaders stopped off during the American National Exhibition in Moscow to see the Ampex Videotape television recorder in action. The result was a 16 minute color recording of the verbal exchange which was shown by U.S. networks some 36 hours later and viewed by an estimated 75 million viewers.

knowledge of any individual who actually had contacted an FCC member.

Leo J. Adeeb, 5% owner of South Florida, testified that stockholders had been asked to supply names of individuals who might get information from Washington on the case. Mr. Adeeb said he arranged a meeting between Mr. Palmer and Mr. Stein, which resulted in the employment of Mr. Whiteside.

Miles H. Draper, Tampa Attorney ■ Counsel for East Coast employed him, Mr. Draper said, to help sway public opinion against a rumored ch. 7 grant to the Knight-Cox newspaper interests. Arthur Scharfeld approached him through a mutual friend, Washington attorney Ralph Becker, to perform "missionary work" and help create "brush fires" against Biscayne.

"This is solely what he employed me to do, nothing else," Mr. Draper stressed. He said he did not know the East Coast principals or any commissioners except Mr. Mack. The Tampa lawyer in Philadelphia drew a fine distinction between personal conversations and written communications with Mr. Mack on the ch. 7 case.

James Brennan, commission counsel, asked: "It's your statement that you never discussed this case with Mr. Mack."

"Yes sir, I never talked to him at all," Mr. Draper replied. When Mr. Brennan later introduced a series of "Dear Richie" letters from the witness to Mr. Mack, Mr. Draper explained to Judge Stern he did not consider the correspondence as talks with the former commissioner.

The letters, entered into the Legislative Oversight record over two years ago (BROADCASTING, June 9, 1958), urged Mr. Mack to give "serious consideration" to East Coast, to study past commission decisions denying grants to newspapers and petitions to make Miami all uhf.

A prominent Florida Republican, Mr. Draper pointed out in an Aug. 29, 1955 letter to Mr. Mack: "I hope that you will not be unmindful of the fact that you received this appointment through the cooperation of the Republican organization in Florida and Washington and that you would not knowingly take part adversely to the friends who were helpful to you. . ." Mr. Brennan evoked violent objections from Mr. Connolly when he asked Mr. Draper what was meant by this statement. This prompted Judge Stern to observe:

"I think the letter speaks for itself. I don't think it is very ambiguous."

Mr. Draper said that when the letters were written he considered the FCC an administrative body and did not think he was doing anything improper in writing Mr. Mack. He denied contacting any other commissioner or member of Congress about the case. When first approached by Mr. Scharfeld, "I didn't have any idea what I could do before I started out," he said. Most of his work was by word-of-mouth, he stated, in an effort to inform people of "what was about to happen."

Mr. Scharfeld paid him $5,000, Mr. Draper said, some of which he then passed on to Mr. Becker as a "forwarding fee."

VISITOR FUQUA
Sought a reading on Mack

11 fm stations get 'doctorcasting' grants

The march toward "doctorcasting" hit its stride last week. The FCC granted Subsidiary Communications Authorizations to 11 more fm stations to furnish background music for doctors' offices, hospitals and clinics.

Previous "doctorcasting" grants were to WRCA-FM New York; KMLA (FM) Los Angeles, and KCBM (FM) Kansas City. Last week's grants were to WMAQ-FM Chicago, KNBC-FM San Francisco; WFMP (FM) Pittsburgh, WRC-FM Washington, D.C. (all NBC stations); WLOL-FM Minneapolis, WCRB-FM Waltham, Mass.; WBAP-FM Fort Worth; WSB-FM Atlanta; WBAL-FM Baltimore; KBIQ (FM) Los Angeles, and KETO-FM Seattle.

The grants to the NBC stations were made without prejudice to such further action as the commission may deem warranted with respect to, among other factors, pending antitrust proceedings involving NBC and RCA and the report of the Network Study Staff. NBC has indicated that it proposes to serve more than 16 metropolitan markets with its "doctorcasting" plan.

Sports blackout bill heads for Senate

The Senate Judiciary Committee announced last week that it had voted to report without recommendation to the Senate, a bill which would blackout telecasts of games in a 75-mile radius area if other games in the area were being played in the same league.

The bill (S 3483) was introduced last April by Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Antitrust & Monopoly Subcommittee.

Under the bill's provisions, blackouts of professional basketball, hockey and football—including collegiate football—would be mandatory in the 75 mile radius where games in other leagues were scheduled unless permission granted in writing could be obtained from the team in the other league. Teams in the same or different leagues could, as an alternative to tv blackouts, agree to mutual distribution of tv proceeds.

Networks' record ownership questioned

The FCC and the Federal Trade Commission were urged to act in concert to break up concentrations in the music industry, such as a network's ownership of recording companies, by a House Legislative Oversight Subcommittee staff study.

In the report, titled "Songplugging and the Airwaves: a Functional Outline of the Popular Music Business," the staff document said: "persons in a position to select broadcast material should not be permitted to have outside financial interests in such material where such possession hampers the public use of the airwaves or leads to an unfair trade advantage."

The study said the FCC should find a fertile field for study and action in kickbacks and other questionable practices in the popular record industry. FTC in the payola field has been beneficial, the study said, but the agency should now consider whether it shouldn't take a "more thoroughgoing regulatory approach."

The report listed RCA-NBC, CBS, AB-PT and RKO Teleradio Pictures as holding extensive recording or music publishing interests.

The extent to which broadcasters use program matter furnished by ASCAP and BMI raises serious questions about their public interest responsibilities.

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DON'T DRIVE AFTER TAKING CERTAIN MEDICINES
ON LONG DRIVES TAKE TURNS AT THE WHEEL
NEVER DRIVE AFTER DRINKING
BE SURE YOUR EYES ARE ALL RIGHT
STOP WHEN YOU FEEL TIRED

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...but should always remember

The "traffic signs" shown here are as vitally important to your safety as the familiar ones you see posted along our streets and highways. Let's consider these "signs" and just how they could help you avoid accidents.

Drive extra cautiously when you're upset. When you're worried or upset you may not give the alert attention to driving that today's highway conditions require. This is the cause of many needless accidents. Emotional stability is as important as any single factor in maintaining traffic safety.

Be sure your eyes are all right. Have your eyes examined regularly. If you notice changes in vision between examinations, see your doctor for another eye test. To reduce eye strain, wear properly fitted sunglasses, but take them off after dark.

Never drive after drinking. No driver can take much alcohol without becoming a menace to himself and to others. Always remember that alcohol and gasoline are a dangerous combination and inexcusable!

Stop when you feel tired. Driver fatigue plays a part in many accidents, especially those that occur at night. With increasing fatigue, driver efficiency falls, until finally, nodding at the wheel results. Accidents that occur when the driver is dozing are generally very serious ones.

Don't drive after taking certain medicines. Sedatives may dull your reflexes; tranquilizers can cloud your judgment. Ask your doctor about the side effects of drugs, including antihistamines and cold tablets.

On long drives, take turns at the wheel. Share the driving with others—or stop now and then for a rest or refreshment. Prolonged driving—and its attendant eye, muscular and nervous strain—can impair your efficiency without your being aware of it. It's wise for drivers to rest at least every two hours on long trips.

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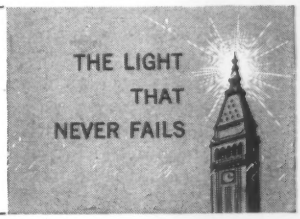


WATCHDOGS READY TO ROAM

Funds approved for unit to oversee balance of political time; some are still wary of it

The Senate last week put its "watchdog" subcommittee in business to keep tabs on broadcasters and see that they don't favor one candidate over the other in presenting political aspirants in the campaigns this year.

The Senate agreed to $35,000 of the $45,000 proposed in a Senate Commerce Committee resolution (S Res 305) setting up the three-man group headed by Sen. Ralph Yarborough (D-Tex.) and including Sens. Gale McGee (D-Wyo.) and Hugh Scott (R-Pa.). Senate Minority Leader Everett Dirksen (R-Ill.) argued against the watchdog group proposal, expressing his opinion the unit has "a very definite political purpose" and suggesting that the FCC, which has asked for $300,000 for a monitoring unit, do the job tiself.

The amendment to cut the $45,000 to $35,000 was agreed upon between Sen. Allen Ellender (D-La.) and Sen. Yarborough after the former first proposed a cut to $30,000. Sen. Ellender said if watchdog subcommittees were appointed to see that all laws were obeyed, "we would have myriads of subcommittees. In fact, we have too many now."

Sen. John O. Pastore (D-R.I.), who heads the Senate Commerce Committee's Communications Subcommittee of which the watchdog (Freedom of Information) subcommittee is a unit, said the group was formed to report on any abuses broadcasters may make of the discretion granted them last year to present candidates on panel and news shows without being subject to equal time demands under Sec. 315.

No Mention ■ S J Res. 207, now on the Senate calendar and which would suspend equal time provisions applying to presidential and vice presidential candidates for this year, was not mentioned during the debate on the Senate floor.

Sen. Yarborough said "all of us know" certain broadcasters have their preferences among candidates and are not necessarily trying to elect a particular candidate but may prefer presenting him on the air because he is "more colorful." He cited instances in which he felt some broadcasters had favored particular candidates.

Sen. Pastore said the watchdog resolution was the result of the Senate's insistence, in passing the news-panel shows bill last year, that Congress be informed later whether any abuses took place under the new law. He noted broadcasters favor repeal of Sec. 315 altogether and added:

"Very frankly, I am inclined to lean that way. I think the broadcasting systems today have reached a position of integrity and good judgment so they can very well parcel out time without the assistance of any law."

Sen. Dirksen said he is worried that the subcommittee will begin "dipping right in the middle of the campaign" to determine whether broadcasters are favoring Republicans or Democrats. He said he doesn't want to see an instrumentality created "which is going to frighten the radio and tv people, and is going to make them pull in their horns, and put a micrometer upon the calendar and upon the clock to see whether we get a little more or a little less time."

Overlap with FCC? ■ Sen. Pastore agreed with Sen. Gordon Allott (R-Colo.) that the FCC's proposed monitoring unit would watch for violations of Sec. 315 and other political broadcasting abuses as well as other offenses.

Sen. Yarborough said he wasn't sure the subcommittee could process all its information and make a report by the deadline of Jan. 31 set in the resolution, but Sen. Pastore said if it wasn't through by that time his Communications Subcommittee could take over the rest of the work.

Initial decision in Baton Rouge ch. 9

Modern Broadcasting Co., sole remaining applicant for tv ch. 9 in Baton Rouge, La., was favored in an initial decision last week by FCC Hearing Examiner Walther W. Guenther despite some overlap between the Baton Rouge channel and commonly-owned WDSU-TV New Orleans.

Mr. Guenther said that while Modern will overlap with WDSU-TV (whose president, Edgar B. Stern owns 67% of Modern) in a 37.5 mile-deep area at the point of greatest penetration, the overlap must be considered against "the background of . . . the public interest to be served by providing a second television service to Baton Rouge." The examiner said that Modern will operate independently of WDSU-TV and its programming will be unaffected by interrelated ownership. He pointed out that WBRZ (TV) (ch. 2) Baton Rouge, will provide competitive coverage to the entire overlap area.

Community Broadcasting Co. (WIBR Baton Rouge) co-applicant for the ch. 9 facility agreed to drop out of the proceeding last March. Under terms of the agreement, Modern will reimburse Community $23,000 for out-of-pocket expenses plus granting an option allowing Community to purchase 20% of Modern.

The highlight of the comparative proceeding was a reversal by the U.S. Court of Appeals of an FCC grant to Modern's ch. 28 WAFB-TV Baton Rouge, to operate temporarily on ch. 9 pending the outcome of the comparative case (BROADCASTING, Feb. 15).

FCC questions log procedures of KHMO

Alleged discrepancies in the preparation, keeping and reporting of transmitter logs have caused raised eyebrows at the FCC. Involved is KHMO Hannibal, Mo.

The station was routinely queried in May, 1959 concerning its application for license renewal. Insufficient answers to the commission's questions at that time caused further inquiry in December. A commission spokesman noted that the station again answered the questions, but "discrepancies" between the two sets of answers (involving transmitter logs) raised further FCC doubts.

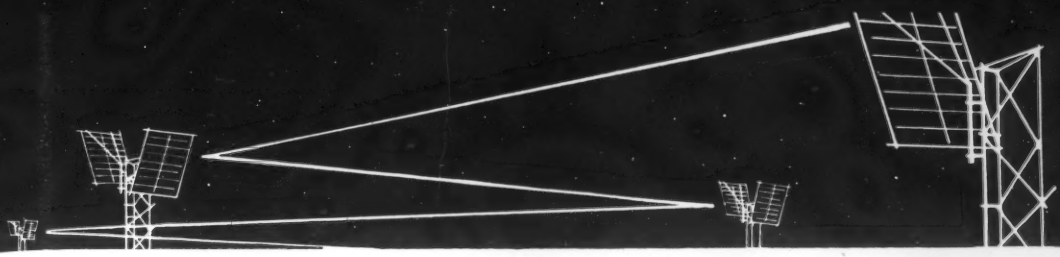
KHMO, operated by Mark Twain Broadcasting Co. (Jerrell Shepherd, president), claims full innocence regarding the matter, but the commission states that the station has failed to explain the so-called discrepancies. The application for license renewal has consequently been designated for hearing at which time the FCC will determine if any rules involving the keeping of logs have been violated.

NBC, four affiliates appeal FCC rep order

NBC and four of the stations its spot sales division represents are scheduled to appeal to the courts the FCC order prohibiting network representation of affiliated stations (BROADCASTING, Oct. 12, 1959).

Two months ago, the commission refused to reconsider its order, covering CBS Spot Sales as well as NBC (BROADCASTING, April 18). CBS did not appeal the order to the commission and has announced that it will abide by the decision. Appealing to the U.S. Court of Appeals in Washington, along with NBC, were KOA-TV Denver, KSD-TV St. Louis, WAVE-TV Louisville and WRGB (TV) Schenectady, N.Y. All four stations are affiliated with the network and also had petitioned the commission for reconsideration.

The ruling prohibits a tv network from representing affiliated stations, other than network-owned outlets.



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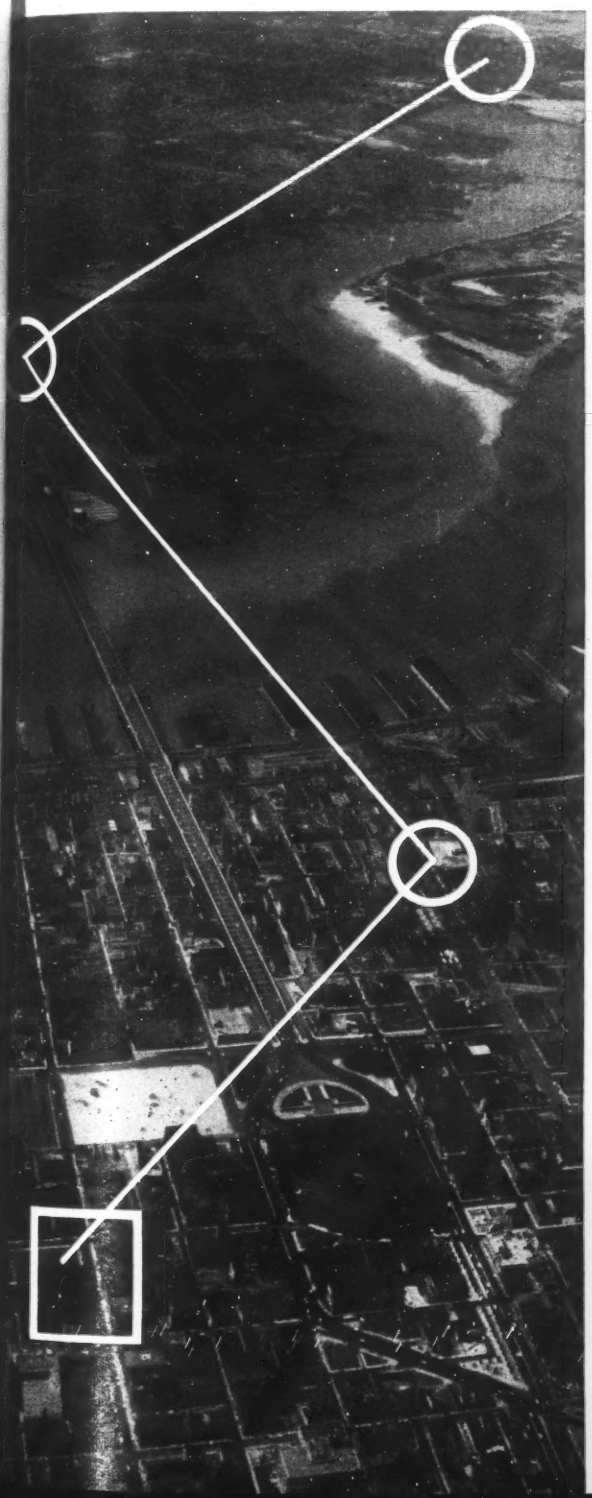

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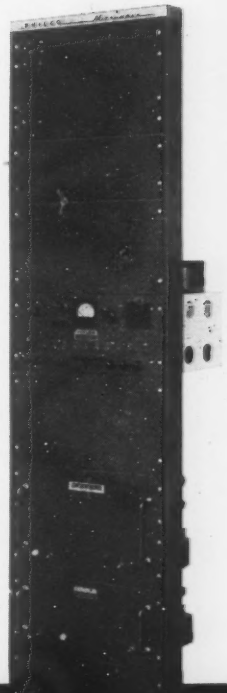

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HOUSE SET TO DEBATE PAYOLA

Harris bill also covers plugs, quiz rigging

House debate on the payola bill is expected to take place this week after prompt action by the House Rules Committee last week in clearing the measure for action, it was reported by the House Commerce Committee. The bill (S 1898) was approved by the Rep. Oren Harris' Commerce Committee the week before (BROADCASTING, June 13).

The bill is scheduled for three hours' debate today and is open to amendments from the floor. At least one amendment—to provide for FCC regulation of the networks—is expected from Rep. John B. Bennett (R-Mich.), who criticized the Commerce Committee for failing to approve his bill (HR 5042) to regulate networks when that group passed on the payola measure.

Rep. Bennett probably will be supported by Commerce Committee Republicans Steven B. Derounian (N.Y.) and Ancher Nelsen (Minn.), who filed separate views along with Rep. Bennett in the committee report made last Monday saying they believe it's "anomoly" to increase regulation of station licensees while exempting the networks.

The bill, titled "Communications Act Amendments, 1960," covers payola and free plugs, quiz rigging, payoff agreements among applicants for broadcast facilities, suspension of station licenses for periods up to 10 days and fines for broadcasters violating law and FCC rules. It also includes a pre-grant procedure approved by the Senate last year. The House committee, besides adding its group of amendments to the Senate-passed bill as a rider, has "rearranged and revised in a manner which achieves greater clarity."

McFarland Substitute ■ The pre-grant procedure would substitute for the controversial McFarland Letter and the protest provisions in non-hearing grants a procedure which would authorize those who object to a grant being made without a hearing to file petitions to deny the grant, such petitions to contain allegations of fact supported by affidavits of those with personal knowledge of the alleged facts. FCC denial of such petitions would contain statements of reasons which would furnish a basis for immediate judicial review or the opportunity to seek judicial stay of FCC action.

If passed by the House the bill would go back to the Senate for agreement or disagreement with the House amendments.

The amendments give the FCC discretion to determine the locale of hearings on applications for new facilities, major facility changes or renewals, but requires that the agency consider whether hearings in the area to be served are warranted in the public interest. The applicant would be required to publish notice of application in the area to be served.

The FCC would have to approve agreements by which one pending applicant pays another applicant to withdraw and the amount—except where a merger is contemplated—would be restricted to what the FCC thinks was "legitimately and prudently" expended by the withdrawing applicant in prosecuting his application. Applications would be pending until the FCC's grant or denial is no longer subject to review by a court. The FCC would be required to refuse a permit or license to any person whose license has been revoked by a court under this "payoff" provision.

No Mandatory Hearings ■ The committee explained it withdrew its proposal that mandatory local hearings be required after the FCC testified that there is no opposition to many grants and that local hearings in every case would greatly increase the FCC workload.

On payoffs, the report said the House Legislative Oversight Subcommittee heard testimony in 1958 that payoff agreements were reached in many comparative tv cases and that one applicant received $200,000 over his expenses to withdraw. The FCC's concern with marginal or strike applications caused the agency to issue rulemaking, still pending, to halt such agreements, the report noted. The FCC under the proposed provisions would have to determine in each case if a proposed merger is *bona fide* or a device to evade the law, it said.

The House amendments provide for suspension of licenses up to 10 days. They also amend the law to authorize the FCC to issue licenses of less than the regular three year period without inaugurating new rulemaking.

The report noted that revocation of license amounts to a "death sentence" and said both the attorney general and the FCC have recommended less severe sanctions such as temporary suspensions for offenses identical to those for which licenses are revoked, but suspension could be invoked in the absence of "knowing, willful or repeated" violations. The report said that the FCC is given discretion by evidence adduced at a hearing to impose revocation, suspension or cease and desist as it sees fit.

Fines Too ■ The House amendments also provide for monetary forfeitures by licensees for violations or failure to operate as set forth in licenses in the amount of $1,000 for each day of offense. The committee noted the forfeiture may be imposed in addition to other sanctions taken by the FCC.

The amendment adds a proviso to Sec. 317 relieving a station of having to make an announcement for services or property furnished without charge or at normal cost unless it is furnished "in consideration for an identification in a broadcast of any person, product, service, trademark or brand name beyond (that) reasonably related to the use of such service or property on the broadcast."

Sec. 317 also would be amended to authorize the FCC to require an "appropriate announcement" in any case where program material "or other material or service of any kind" is furnished for use on political programs or those treating controversial issues. The licensee would be required to exercise "reasonable diligence" to obtain information from employes or others to enable the station to make the announcement required. The FCC could waive the requirement for announcements where it sees fit.

The committee said broadcasters had strongly opposed the FCC's interpretation March 16 of Sec. 317 to include records given to stations and said its present provision is aimed at preventing such "extreme types of payola situations uncovered by" the Oversight subcommittee and at avoiding some of the hardships imposed on licensees by the FCC interpretation.

The amendment adds a "disclosure

Rose by any name

Confusion compounded seems to reign in two Atlanta, Ga., suburbs. In November 1959 WEAS Decatur changed its call letters to WGUN. In March 1960 WCPK College Park changed its call to WEAS. WGUN still maintains, as its corporate name, WEAS Inc. Both stations serve approximately the same suburban Atlanta communities. WGUN protested to the FCC that WEAS was trading on the name formerly established by the Decatur station. WEAS claims it is establishing its own reputation. The commission, to end the confusion, has designated the argument for evidentiary hearing. Until the results of that hearing are known, the postman will still wonder who is to get which mail.

provision" (new Sec. 508) to require non-licensees such as station employes, networks or others who prepare or produce programs, to inform the licensee of payments made to persons other than the licensee and provides a criminal penalty of $10,000 fine and a year's imprisonment for violators.

Rationalization ■ The committee said testimony before the Oversight group at hearings from January to May this year "appears to indicate" that selection of much of the music heard on the air may have been influenced by payments to programming personnel and added that some of these payments were "rationalized" as licensing and consultation fees.

The report emphasized that the proposed amendments do not cover indirect payments to stations, their employes or others selecting programs for broadcasting through ownership of interests in companies which prepare or produce programs or program matter, but members feel the FCC may require disclosure of such benefits under its general rulemaking powers.

The committee report cited a list of instances where an announcement would be required under the proposed amendment to Sec. 317 in payola or free plug situations and others where no announcement would be required under the proposed changes. This list was furnished to the subcommittee by a broadcast industry group helping to redraft the bill and the FCC suggested such material be included in the committee report to help the agency interpret congressional intent in applying the amendment, if enacted (BROADCASTING, May 30).

The committee amendment would make unlawful the rigging of broadcast contests of knowledge or intellectual skill by anyone within intent to deceive the listening or viewing public where money or valuables are offered as prizes. Violators would be fined up to $10,000 and given up to a year's imprisonment.

Calculated Deception ■ The report said the Oversight group's tv quiz hearings last fall disclosed a "complex pattern of calculated deception" in contests whose audience appeal rested on the illusion they were honestly conducted. It said sponsors, agencies and networks testified they were kept in ignorance of frauds by independent producers of the shows and that present law is inadequate in placing responsibility solely on the licensee, who had no practical control over the shows. The proposal excepts contests of physical skill, such as wrestling.

Reps. Bennett, Derounian and Nelson said they reserve the right to offer improving amendments to the bill on the House floor. They thought the bill is "woefully deficient" in omitting network regulation. The Oversight hearings, they said, "clearly demonstrate how, through negligence and indifference, the networks have abused their exempt status under the law." Network diligence and awareness of responsibility to the public would have "severely localized" or prevented the quiz and payola scandals, they felt.

They said they're convinced effective administration of the amendment will be impossible until networks are required to operate in the public interest on the same general basis as individual stations.

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CORRECTION!

Pardon our slip . . .

. . . the correct call letters for Memphis in the ZIV-UNITED ARTISTS ad on the back cover of this week's issue should be **WREC-TV.**

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FTC issues 87th payola complaint

The Federal Trade Commission swelled the number of its payola complaints to 87 since the payola scandal by issuing two more citations last week against record distributors.

Complaints were filed against Apollo Records, New York; and Joseph M. Zamoiski Co., Baltimore, Md.

Meanwhile, the FTC announced that seven more firms had agreed to sign consent judgments, bringing the total number signed to 46. Those signing desist agreements were: James H. Martin Inc. and its affiliated Music Distributors Inc., both Chicago; M.S. Distributing Co., Chicago; Gone Recording Corp. and its affiliated End Music Inc. and Co-op Distributing Co., all New York; Herald Music Corp., and its affiliated Ember Records Inc. and Ember Distributors Inc., all New York A-1 Record Distributors Inc., New Orleans, La.; United Artists Records Inc., New York; and All-State New Jersey Inc., Newark.

Court upholds FCC

The U.S. Court of Appeals has upheld an FCC decision to allocate tv ch. 10 on a share-time basis to Parma and Onondaga, Mich. Permission to share time on ch. 10 was granted to Michigan State U. (WMSB [TV]) and Television Corp. of Michigan (WILX-TV), by the FCC and appealed by Jackson

S

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2. *e.g.* beaches, lakes, forests and highways filled with the happy vacation sound of **wmca.**

wmca A M Radio Sales
NEW YORK
wbny Jack Masla & Co., Inc.
BUFFALO
&rpi Radio Press International

Broadcasting & Television Corp., losing applicant for the channel.

The Court ruled against Jackson's contention that the 1954 FCC allocation of ch. 10 was primarily intended as an award to Jackson, Mich. The court said last week that the commission was concerned with an award "in a relatively small triangular area . . . in . . . South Central Michigan."

Triangle objects to WHNB-TV sale

Triangle Publications Inc. asked the FCC last week to stay action on the sale of 33⅓% of WHNB-TV New Britain, Conn., to WWLP (TV) Springfield, Mass., pending final determination of a three-year old hearing involving WWLP and Triangle's WNHC-TV New Haven.

Triangle said that in December 1957 WWLP filed an objection against the FCC grant of WNHC-TV to change its transmitter location, alleging overlap with its own facility. However, Triangle declared, "more than two full years have elapsed since the hearing record was closed . . . yet the commission's opinion and final order has not been issued to date."

During the period of delay, Triangle alleged, Springfield Television Corp., licensee of WWLP and WRLP (TV) Greenfield, Mass., "has been steadily expanding its operations through the acquisitions of WWOR-TV Worcester, Mass., and . . . translator stations throughout New England." Since there is an "obvious" overlap between WWLP and WHNB-TV, the Springfield purchase of one-third interest, "raises a serious issue and requires a public hearing," Triangle said.

Government briefs

Grand Rapids, too ■ The FCC has extended the deadline from June 20 to Sept. 1 for comments on rulemaking to add a second vhf channel to Grand Rapids, Mich. A similar extension was granted on comments to drop-in vhf channels in selected markets at reduced mileage separations, subject of a separate rulemaking. Three Grand Rapids proposals being considered would add either ch. 11 or ch. 13 and also would affect Cadillac, Traverse City and Alpena, all Michigan.

Grant for V.I. ■ The FCC last week issued a final decision granting ch. 10 to Island Teleradio Service for Charlotte Amalie, St. Thomas, V.I. Principals in Island Teleradio are Robert Moss and Robert Noble Jr., equal partners. Mr. Moss is producer for veteran air personality Martin Block on WABC New York. Mr. Noble formerly sales manager of WABC, is now living in St. Thomas, and is preparing for station construction.

Alpena decision ■ FCC Hearing Examiner Basil P. Cooper awarded an initial decision to sole remaining applicant, Lake Huron Broadcasting Corp., for ch. 9 at Alpena, Mich. Co-applicant Gerity Broadcasting Co. had requested the dismissal of its application without prejudice. Principals in Lake Huron are William J. Edwards, Alvin M. Bentley and Howard H. Wolfe, each one-third, who have similar interests in WKNX-AM-TV Saginaw, Mich. Mr. Bentley is a U.S. Representative.

For hearing ■ The FCC continues its "get tough" policy for delinquent holders of uhf tv construction permits. Last week it designed for hearing an application from KBFL (TV) Bakersfield, Calif. The ch. 29 facility is seeking an extension of time to complete construction. The commission claims that the station was granted its cp in December 1958 with a completion date of March 1960 but has not yet started construction. The hearing will seek to ascertain if the lack of construction is the fault of the cp holders or something beyond their control.

Protests catv ■ WTVI (TV) (ch. 19) Ft. Pierce, Fla., asked the FCC for a hearing on the proposed microwave system of Southern Transmission Corp. which intends to provide service to catv systems in Ft. Pierce and Vero Beach. WTVI said that these catv services will duplicate the proposed CBS and ABC programming that WTVI plans to render in the area. The catv system, WTVI alleged, will impair the ability of WTVI to operate, "if, indeed it does not destroy the ability of WTVI to operate at all."

Booster bill pushed

A Senate-passed bill (S 1886) to legalize vhf tv boosters was reported favorably last week by the House Commerce Committee. A minor amendment in language will require Senate agreement. The bill apparently has no organized opposition and probably will encounter no trouble on the House floor. But it will be competing with dozens of other bills for attention during the waning days of the 86th Congress' second session.

The FCC already has outlined, in testimony on the bill the previous week, the rules it plans to regulate boosters (BROADCASTING, June 13).

PROGRAMMING

PAY TV BY WIRE OR ON THE AIR?

Backers of opposing systems will make their big moves this week

A showdown between advocates of on-the-air subscription television and those who favor wired pay tv will begin shaping up this week.

■ An application for FCC approval of an on-the-air test of subscription tv will be filed with the commission by RKO General. RKO General plans to run a $10 million, three-year test over its recently acquired uhf WHCT (TV) Hartford, Conn. (BROADCASTING, April 4).

■ Subscription tv will be, without doubt, the one topic of major consideration at the National Community Tv Assn. meeting in Miami—where the advocates of wired tollcasting will concentrate.

Not only has NCTA scheduled for two of its main speeches pay tv promoters, but it's known that one of them will unveil a meter device for operating a per-program fee channel on wire systems.

The two speakers are Paul McNamara of International Telemeter Corp. and Irving Kahn, president and guiding chief of TelePrompTer. Mr. Kahn has arranged to present the meter device for catv systems wishing to engage in subscription tv.

Caught on the sidelines in the dispute are broadcasters who for 10 years have been in agreement, more or less, that subscription tv must be barred from broadcast frequencies. Now, some of them are not so sure.

The pay tv topic was discussed by the NAB's Television Board at its semi-annual meeting last Wednesday in Washington. No action was taken, but it was agreed that the matter bore watching.

RKO General Filing ■ The one and only over-the-air system which is poised to go is the Zenith Phonevision system which will be operated in Hartford, Conn., by RKO General Inc. if the FCC okays a test.

Application for FCC approval is due to be filed this week. It will relate the

circumstances of RKO General's purchase of ch. 18 WHCT in Hartford and its plan to conduct a three-year-long pay tv test in that area—beginning with 2,000 subscribers and with a potential of 50,000 customers.

RKO General will operate WHCT as a regular broadcast station, but at certain times during the day will provide over-the-air special programs for pay.

Subscribers will be leased a Phonevision decoder device which will register usage on a sealed tape. The customer will pay his monthly bill based on this record.

A $10 leasing charge has been mentioned as possible. Program charges will be anywhere from 25¢ to several dollars.

RKO General is geared to spend almost $3 million the first year in putting this service into operation.

When the application is filed, it is expected that RKO General will describe in broad terms the programs it intends to offer. Pay tv program information may not be as specific as expected. Most motion picture distributors, legitimate theatre entrepreneurs and sports promoters are loath to commit themselves on the record pending FCC approval of the Hartford test.

The arrangement between Zenith and RKO General and RKO General's plan to use Hartford as the first test site was announced last April by Joseph S. Wright, Zenith president, and Thomas F. O'Neil, RKO General president.

In this announcement it was stated that the Hartford station would operate "for just a few hours a day" on a subscription basis without commercials. These programs would comprise Grade A movies, sports, theatre and special events, it was said.

The cost of seeing such programs in the house, Mr. O'Neil said then, would be substantially below the cost of seeing the same events outside the home.

Teco is Middleman ■ The arrangements between RKO General and Zenith are with the Zenith-sponsored Teco Inc. This firm will supply the equipment and provide other services for RKO General in the initial full-fledged pay tv test. Teco was established by the late Zenith President E.F. McDonald in the 1950s to handle Zenith's Phonevision project. Among its stockholders are many Zenith officials and stockholders.

Pay tv on the air has had a rocky road beginning more than 10 years ago when the late Comdr. McDonald first broached the idea. For a long while Zenith was alone in promoting subscription tv, but by the middle 1950s it was joined by a number of other groups —including International Telemeter

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How RKO hopes to get going in Hartford

The RKO General high command figures the only way it can get into operation reasonably fast with its subscription tv test in Hartford is to get FCC approval after a prompt hearing before the commission itself.

If the FCC were to issue a grant without a hearing, the reasoning goes, opponents would have a good chance of bogging down the case for years in protests and court appeals. And chances are that if strong appeals were taken to the U.S. Court of Appeals they would lead to an FCC hearing anyway. It's common practice for the court to remand cases for FCC hearing if it feels the commission made a decision without giving protestants every chance to be heard.

If the FCC were to set the subscription application for hearing before an examiner, the process of submitting evidence, offering proposed findings, waiting for the examiner's report, making arguments before the commission and waiting for the commission's final judgment could also take years.

There's no doubt there will be opposition to the RKO General application. A group of Connecticut theatre owners has already vowed to fight it.

The RKO General executives and advisors feel that if the FCC itself hears the case, soon, gives all parties a chance to participate (but only on the direct issues), there's a chance for an FCC decision next fall. If that happens, RKO General thinks it can begin operations in Hartford by mid-1961 or maybe earlier.

Corp. (wholly owned by Paramount Pictures Inc.) and Skiatron Television & Electronic Corp.

In more recent years several other pay tv proposals have been submitted —among them being the TeleGlobe system, where the video would be transmitted in the clear and the audio over telephone lines; the BiTran system, whereby a multiplexed signal would be transmitted permitting the viewer to see the regular broadcast program, but which would be displaced by the subscription program via a telephone line key; and Angel Toll Vision, which would broadcast in the clear special showing of major programs or events if enough advance payments were made after solicitation.

The FCC's so-called "Third Notice" was issued a year ago last March. This document laid down certain specifications for the pay tv demonstrations, and was the end result of more than two years of consideration and public hearings.

Rep. Oren Harris (D-Ark.) chairman of the House Commerce Committee, injected himself into the pay tv picture in 1958 when his House Commerce Committee held hearings on the subject. For almost two years pay tv activities virtually ceased because of congressional attitudes.

The congressional committee, however, in considering the FCC's Third Notice last year, voted 11-10 in favor of the commission's position. This spelled out a number of limitations to be met in order that FCC approval be gained. Among these were:

- Only one on-the-air system may be tested in a city—and only one city may be used by each system.
- Tests may be undertaken only in cities now receiving four or more tv services. There are about 20 such cities meeting such a criteria. Hartford is one of these.
- Sale of decoding equipment to the public is prohibited.
- Tests may run no longer than three years.
- Pay tv must not interfere with or degrade regular broadcast signals.

Over the years opposition has been expressed to the whole concept of pay tv. Bills prohibiting toll tv—and even closed circuit pay tv—have been introduced by such Capitol Hill leaders as Mr. Harris, Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee; Sen. Strom Thurmond (D-S.C.), a member of the Senate Commerce Committee, and the late Sen. William Langer (R-N.D.).

Although the RKO General application may be considered the first complete request for FCC permission to conduct a pay broadcast operation, the first application was submitted last year by the unbuilt ch. 20 WSES (TV) Philadelphia. This was never acted on because the commission felt all the questions posed in the Third Report were not answered.

Prior to the Third Report, two stations, both uhf, offered themselves as guinea pig operations to test out subscription tv. These were ch. 24 WCAN-TV Milwaukee and ch. 67 WFMZ-TV Allentown, Pa.

Interest in Wire ■ Aside from the major interest community antenna systems will have in a wired version of pay tv—and 12 of them are participating in bringing the Johansson-Patterson fight tonight (June 20) to their customers for a $2 fee on an honor system basis (see page 105)—the NCTA convention will hear latest reports on the outcome of the ITC operation in Etobicoke (Toronto), Canada. This began late in February and has been operating on a coin-box collection principle since then. Paul McNamara of ITC headquarters in Los Angeles will talk about this operation.

A significant statement is expected to be made by Irving Kahn, president of TelePrompTer (which is sponsoring the closed circuit showings of the Johansson-Patterson fights). This will be in the nature of an announcement of a new collection device which permits catv subscribers to register their use of a special pay-tv channel carrying special events.

Catv operators at attendance at the Miami convention will also, it is presumed, keep a sharp ear cocked for any remarks on subscription tv made by Milton J. Shapp, president of Jerrold Electronics Inc. Mr. Shapp plumped for wired pay tv when he appeared in opposition to on-the-air tollcasting before the FCC in 1958. Jerrold has worked with ITC in developing special amplifiers for the Toronto operation. Since then, Jerrold control has been acquired by Jack D. Wrather—broadcaster, owner of program properties, with extensive oil and gas interests—and John L. Loeb of the Carl M. Loeb, Rhoades & Co. investment house.

Also on the pay tv horizon is Matthew Fox's Tollvision Co. of America (formerly Skiatron of America). This company holds the Subscriber-Vision franchise from Skiatron Television & Electronics Corp. and has tentative working arrangements with the San Francisco Giants and the Los Angeles Dodgers baseball teams. Mr. Fox attempted a year ago to secure permission to wire up both of these cities, but municipal governments refused to approve. Mr. Fox's enterprise, which is officially $3.5 million in the red according to testimony before the Securities & Exchange Commission, also has an agreement with impresario Sol Hurok. In fact it has already taped the Bolshoi Ballet during its visit to this country.

The Securities and Exchange Commission announced last week the further suspension of trading in common stock of Skiatron Electronics and Television Corp. from June 15 to 24. The order said that the suspension is necessary to prevent fraudulent, deceptive or manipulative acts or practices in Skiatron stock and the inability of investors to make an informed analysis and evaluation of the worth of the stock on the basis of public information. The SEC first suspended trading in Skiatron last December.

UA not ready to show its movies on pay tv

United Artists will not release motion pictures to pay television for first-time showing until it's known that toll tv can provide more revenues to UA than motion picture theatres.

When that time comes—and UA looks upon pay tv as "another outlet" for exhibition—the company will release first-run motion pictures to the medium as a "new source of revenues."

Aside from this reference to pay tv in answer to a stockholder's question, United Artists' annual meeting in New York last week was uneventful. Robert S. Benjamin, UA's board chairman, and Arthur B. Krim, president, presided.

They announced that UA's gross income (world-wide) for the first quarter totaled $23,199,999 as against $19,297,000 for the same period in 1959, representing a 10.5% gain in net earnings. The March earnings only of Ziv-United Artists Inc. were included, as the consolidation of the former Ziv Television Programs with UA was not effective until March 1 of this year. UA previously had reported a record net of $4.1 million for 1959 based on an all-time high gross of $95 million-plus.

Bout on catv

TelePrompTer Corp., New York, announced last week that 12 community antenna tv systems will carry the company's closed-circuit telecast of the Johansson-Patterson world heavyweight championship bout to be held tonight (June 20) in New York's Polo Grounds.

Irving B. Kahn, TelePrompTer president, said the decision to feed the bout to the community systems was based on a survey of subscribers, who were asked to authorize voluntarily an additional charge of $2 on their monthly bill. Systems which will carry the telecast are located in Liberal, Kans.; Farmington and Silver City, N.M.; Rawlins, Wyo.; Aberdeen, Wash., and Snowflake, Page, Holbrook, Morenci, Safford, Winslow and Miami, all in Arizona.

The bout will be telecast to a total of 230 theatres and other locations in 160 cities. United Artists has sold the film of the event for showing on Tuesday (June 21) over the International Television Corp.'s pay tv system in Etobicoke, Ont., near Toronto.

■ Film sales

Pre-1948 Features (MCA-TV)

Sold to WTAR-TV Norfolk, Va.; KFRE-TV Fresno, Calif.; WBIR-TV Knoxville, Tenn.; WTVW (TV) Evansville, Ind., and KTSM-TV El Paso, Tex.

The Adventures of Wyatt Earp; The Rebel; The People's Choice, and **The Real McCoys.** (ABC Films)

Sold to Procter & Gamble Co. Ltd. of Toronto, Ont., for markets in Canada.

No market list will be available until the fall.

Jeff's Collie (Independent Television Corp.)

Renewed in New York; Albany; Baltimore; Indianapolis; South Bend; Evansville; Fort Wayne; Cincinnati; Dayton; Youngstown; Omaha; Kansas City; Springfield; Miami; New Orleans; Savannah; Knoxville; Phoenix; Tucson; Seattle-Tacoma; San Francisco-Oakland; Bakersfield; Salt Lake City; Denver; Honolulu, and Portland.

Three Stooges (Screen Gems)

New group of 72 comedies sold to WFIL-TV Philadelphia; WTTG (TV) Washington, D.C.; WSM-TV Nashville; WCCO-TV Minneapolis; WJZ-TV Baltimore; WDSU-TV New Orleans; KVAR-TV Phoenix.

Now in **168** markets.

Advertisement

CBC APPOINTMENTS

J. R. MALLOY

W. COOKE

R. S. JOYNT

W. WESTON

John R. Malloy, 34, of Toronto has been named sales director (English) of the Canadian Broadcasting Corporation, it was announced by Keith Morrow, director of the English networks and the Toronto area.

Mr. Malloy has been supervisor of television sales since October, 1956.

In his new position he will be responsible for the CBC's three English sales departments—radio, television and export.

Managers of the three departments reporting to Mr. Malloy were also named: William Cooke, TV sales (English); Ronald S. Joynt, radio sales (English); and William Weston, export sales.

These appointments have been made in line with CBC's continuing plan of streamlining its policies and operations.

L.A., CHICAGO: NETWORKS ARE SET

Trucks tote tons of gear to facilitate major convention coverages

With the Democratic National Convention in Los Angeles just three weeks away, radio and tv last week were putting the finishing touches on plans for that big political show as well as the Republican session two weeks later in Chicago.

From the major networks came these outlines of planned coverage:

ABC's tv and radio convention coverage, simulcast for the most part, will be the result of a mobilized force of more than 350 newsmen, commentators, technicians and production specialists at both cities. Their combined efforts, utilizing some 20 tons of extra equipment trucked from New York, will filter through an executive team for the final broadcast result. ABC-TV and ABC Radio will carry over 40 hours of convention proceedings.

Heading a corps of 30 correspondents and commentators will be John Daly, ABC vice president in charge of news. Thomas A. Velotta, vice president for special projects, ABC News, and executive producer of the convention coverage, is in charge of overall planning and production. They will be assisted by Francis N. Littlejohn, director of news and public affairs; Donald G. Coe, director of special events and operations; John T. Madigan, manager of ABC's New York newsrooms; William Whitehouse, who will coordinate the ABC Radio network coverage, and Marshal (Sonny) Diskin, director of ABC's convention coverage for the fourth time.

Support in Depth ■ ABC reporters who regularly are based in the nation's major political centers will be on hand to support network commentators and analysts with their individual understanding of regional politics. Like the other networks behind the scenes will be a small army of audio men, cameramen, clerks, designers, directors, editors, engineers, executives, floor managers, librarians, lighting experts, scenic designers, make-up men, producers, secretaries, stagehands, supervisors, statisticians, switchboard operators, tabulators, newswriters, messengers, guards and pages. The networks list more than 80 job categories.

ABC, handling the video "pool" for all networks at the Democratic convention, will install six tv cameras to feed the pool control room. ABC-TV also will have about 25 more cameras for its own use in each city.

NBC will provide the video pool in Chicago and CBS will handle the audio pool in both places.

While covering the floor activities and delegates, ABC newsmen will keep in constant touch with master control and with Mr. Daly's central booth through portable tv equipment and two-way audio sets. ABC also will use mobile units and a "crash" unit developed for the 1956 conventions. Housed in a station wagon, the crash unit is a self-contained tv broadcasting unit that generates its own power and transmits by microwave relay.

'School' for Politicos ■ The political candidates for posts at the local, state and national level need not be unprepared for tv appearances in the 1960 campaigns. ABC-TV this month organized free tv coaching "schools" at its stations from coast to coast. Here the office seekers can learn about technological advances, program production and standard studio and remote procedures. In practice sessions a "student" can watch himself on a tv monitor as he reads, ad-libs or talks, with another person.

Tv 'sideshow'

Closed-circuit tv will offer "front row seats" for all delegates to the GOP convention in Chicago. The Republican National Committee has selected Theatre Network Television Inc., New York, to provide two closed-circuit tv screens, measuring more than 750 square feet each, which will be mounted above and to either side of the rostrum in the International Amphitheatre. The screens will exhibit speakers from the rostrum, remote locations from other cities and entertainment from inside the amphitheatre.

The hub of operations for CBS News at both conventions will be the CBS Central News Desk where John F. Day, CBS News vice president, will be in charge of tactics while overall network strategy will be handled by Sig Mickelson, CBS News president, situated in a separate office nearby. CBS' staff will total 278.

The technical story for CBS already has started at both convention halls. Crews headed by Robert Hammer, network manager of technical planning, are doing all wiring in advance—a major shortcut compared to 1956 when the entire broadcast complex in Chicago had to be reassembled in San Francisco in two days. On the completion of laying 25 miles of power lines, video lines, audio lines, telephone and teletype lines and intercom lines at both locations, it will be necessary to fly only one plane load of 30,000 pounds of cameras, microphones and other "end of the wire" equipment between the two cities. With a 10-day lag between conventions, CBS plans to truck the balance of its 22½ tons of equipment from Los Angeles to Chicago.

At each city, CBS-TV directors will have their pick of feeds from 22 exclusive cameras and the six pool cameras. A tiny new self-powered "Eyewitness" camera developed by CBS-TV also will be used. The four-pound, hand-held "Eyewitness" is powered by a 15-pound battery-transmitter pack slung over the cameraman's shoulders. The unit eliminates hazardous trailing wires.

The network also will send to each convention two mobile units, each with three cameras and a control room, and a one-camera crash unit housed in a station wagon.

Innovations ■ CBS-TV's sound will feed through 82 microphones including the network's newly developed "Transitalkie" portable, the audio companion to the "Eyewitness" camera. This transistorized unit features a four-fold increase in signal power over the bulkier walkie-talkie. Another CBS-developed technique, "VideoScene," will combine two separate tv images into a solid, synchronized picture. For example, a director can "matte" the talking image of a newsman directly into the picture from the floor, without having to blank out part of it first.

Six CBS News executives responsible for the network's convention coverage left New York June 15 to survey broadcast facilities at both sites. In the group were: Messrs. Day and Hammer; Paul Levitan, director of special events; Sam Zelman, special assistant to the director; Don Hewitt, senior convention director, and Robert E. Wilson, manager, technical maintenance and remotes.

Among the 33 CBS News executives, correspondents and reporters who have been assigned specific reportorial beats are: Walter Cronkite, anchor man for the third time; Howard K. Smith, analyst and pivot anchor man, and Edward R. Murrow, convention analyst in terms of foreign affairs. CBS Radio's anchor man will be Robert Trout.

'Convention Central' ■ The electronic heart of NBC's 350-man convention organization is called NBC Convention

Central, now under construction in the Los Angeles Sports Arena and the Chicago International Amphitheatre. To supplement NBC's extensive West Coast facilities, the network trucked 15 tons of equipment from New York to Los Angeles. Another 30 tons will go from New York to Chicago, in addition to seven tons to be flown from Los Angeles to Chicago.

NBC News will introduce an electronic editing system that will put newsmen rather than technicians in full editorial control of the tv coverage. William R. McAndrew, NBC News vice president, said the system "streamlines the coverage to a point where a single news editor can select and schedule the elements of the convention story swiftly and easily to give a balanced, unified account of what is happening in the convention hall and around the city."

Work on the project began after the 1956 conventions. The output of NBC's 32 cameras will be channeled via the electronic editing system to one news editor who will need to watch only four tv monitors to see the entire output.

The man in this key post, working directly under Mr. McAndrew's supervision also will be able to hear the accompanying sound for any picture by dialing the correct position on an audio

How Lafferty makes $6 million worth it

Every four years Perry Lafferty turns commercial producer for six weeks.

Mr. Lafferty is hired for the production and direction of the Westinghouse commercials that are originated at the conventions for the coverage sponsored by that firm on CBS-TV.

Westinghouse's convention package represents a $6 million investment. Mr. Lafferty sees that it pays off.

The CBS program producer explained that it's the sheer challenge of production and logistics which has him coming back to the brief stint of commercial production every four years (his first Westinghouse convention assignment was 1952). "Like doing a spectacular," he said.

Corporate Cosmetics ■ This year there will be new interest added to the task. Westinghouse is introducing its new corporate look. The familiar underlined W signature is being replaced by a redesigned W whose top ends will be shaped round with a neon effect. A new wall setting for the corporate commercials (the messages split 75% for consumer products and 25% corporate) will employ the new W design.

Sparked by design consultant Elliot Noyes, the new corporate look to be translated in Mr. Lafferty's tv commercial production will be effected by a white plastic wall 35 ft. long and 12 ft. high that will be filled with these signatures. The studio floor also will be white. Lighting effects can be used to wash or whiten the entire studio while background or cross-lighting can be used to present variations in the perspective. The signatures themselves can be lit to make the trademark stand out.

Set designer Gary Smith, who worked with Mr. Lafferty on the *Andy Williams Show* and *Your Hit Parade*, collaborated on the new "clean look."

Barbara's Debut ■ Twenty-one-year-old Barbara Green, daughter of Betty Furness and her former husband, composer-musician Johnny Green, will make her tv debut in several of the commecials. Some consumer product commercials are planned that will feature dialogue between mother and daughter. Miss Green's background includes drama study at Smith College and employment at Warwick & Legler last summer.

Nearly all of the 60 different commercials now prepared for possible use at the July 11 Democratic convention in Los Angeles and the July 25 Republican convention at Chicago will be live. Only a few short segments will be on tape or film.

Some 30-35 different products will be advertised, from atomic power engines in submarines to tiny transistor radios. Three agencies will be represented: McCann-Erickson, Grey Adv. and Ketchum, McLeod & Grove.

Some 110 people will be involved directly in the commercials. counting some 20 from client Westinghouse, the same number from each of the three agencies and another 30 who make up the Lafferty team.

And Mr. Lafferty's team has a lot at stake too. Their on-the-air product must come through on the home screen with enough interest, impact and conviction to really give Westinghouse its $6 million worth. But Mr. Lafferty isn't too worried. They've done it before . . . and there's still '64.

Floor plans ■ Producer-director Perry Lafferty (l) pinpoints convention space for the commercial studio at the Chicago convention on one of several blueprints which cover the floor of Betty Furness' New York apartment. In the midst of packing, Miss Furness and daughter Barbara Green had set out a rack of dresses (in the background), a sample of the wardrobe to be worn at the conventions.

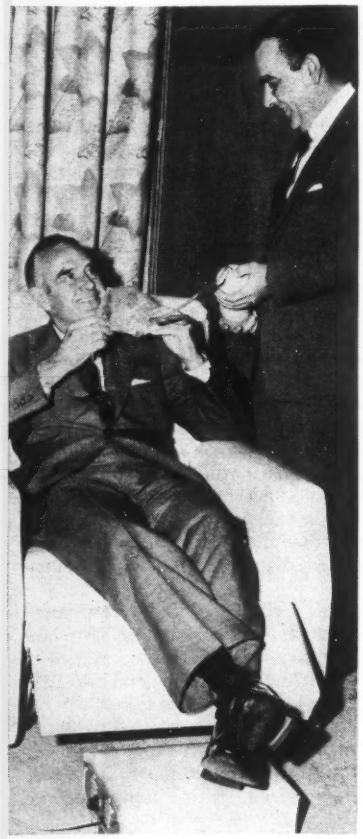
Heady Haven

ABC thinks it can recharge politicians who run out of steam at the political conventions. The network's convention headquarters in Los Angeles and Chicago will include a VIP Room where candidates and other dignitaries can restore their energy in several ways.

A demonstration of some of the equipment was held last week in New York. In the picture at left Averell W. Harriman, former governor of New York, whiffs revivifying oxygen while reclining in a vibrator chair that massages body and feet. The oxygen bottle is being held by John Secondari, ABC news executive.

ABC's VIP Rooms will also be supplied with negatively-charged ionized air fed through the air conditioning system. According to Frank Marx, ABC engineering vice president who designed the set-up, negative ionization has been proved to be exhilarating. Anyone who breathes negatively-charged ionized air thinks more clearly and becomes alert, Mr. Marx says.

The network intends to use the room as a private retreat for politicians waiting to go on the air or just wanting to recover from the fatigue of caucusing.



preview system, another new NBC development. Pictures on the four monitors can be changed by pressing a button making it possible to preview all cameras in less than 45 seconds. When the editor has made his choice for the next programming sequence, he presses a button that transfers it to the air control room monitors where the director's only concern there is on-the-air switching. Director Jack Sughrue created the system.

Mobile Plans ■ The NBC facilities will include a mobile video tape unit with two cameras, another mobile truck with three cameras and the NBC Cadillac which will function as a complete one-camera transmitting tv station.

Like the other tv networks, NBC's video tape facilities also will be on a standby basis. The headquarters hotel in each city as well as the convention halls will have taping facilities.

NBC's convention producer is Reuven Frank. With Mr. McAndrew, he will control the hundreds of correspondents, cameramen and engineers through the new editing system. Chet Huntley and David Brinkley will serve as Mr. Frank's anchor men. Technical supervisor is Robert C. Smith of NBC-TV network operations. Dave Garroway's *Today* show will originate live from both convention cities in July. NBC Radio's anchor men will be Morgan Beatty and Robert McCormick.

In Los Angeles, where convention activities will be scattered over a large area, Mutual has solved a transmission problem by making arrangements with the Goodyear Tire & Rubber Co. to use its blimp to relay signals from walkie-talkies to Mutual's headquarters in the Biltmore and the Sports Arena or its adjacent Memorial Coliseum.

Mutual will relocate its new headquarters for the respective convention weeks to Los Angeles and Chicago. A complete news headquarters operation —constructed to permit immediate round-the-world information feeds into and from the network—is being set up jointly at the Hotel Biltmore and the arena in Los Angeles and at both the Conrad Hilton Hotel and amphitheatre in Chicago.

'Sound' Principle ■ The MBS blueprint calls for live broadcasting whenever possible, but additional tape-recording consoles plus varied types of pocket and shoulder-pack recorders and walkie-talkie units will be used. Mutual will work on the principle that the microphone can be at places visual broadcasting devices can't enter or get near. All scheduled convention meetings will be aired in their entirety.

Two MBS vice presidents will be in charge: Joseph F. Keating, for programming and operations, and Stephen J. McCormick for news and special events. Norman Baer, MBS news and special events director, will supervise personnel and be responsible for coverage assignments. News staffs will be augmented by members of the Mutual affiliates correspondents' corps. Extra engineers will come from affiliates KPOL Los Angeles and WAIT Chicago.

Demo convention pace geared for tv interest

Never bore a voter.

That, in essence, is the philosophy the Democratic National Committee has adopted for the programming of the party's national convention, July 11-15 in Los Angeles.

Time permitted for speeches and demonstrations has been sharply limited to prevent overenthusiastic advocates of this candidate or that one from carrying on until the viewers at home get bored and tune out. Nominating speeches will be held to a maximum of 10 minutes, seconding speeches to six minutes, J. Leonard Reinsch, executive director of the convention has stated.

Demonstrations for the presidential nominees will be confined to 10 minutes and those for vice presidential nominees eliminated entirely, he said. The idea of applying limits to the speeches and demonstrations was first tried in 1956. It worked so well then that it is being used again this year.

The tv audience, watching at home, was also the prime consideration of the convention planners when they set the format for the convention sessions. First, there will be a single session each day, eliminating the dinner breaks that were customary in the past.

The opening session on July 11 will begin at 5 p.m. Pacific Daylight Time (8 p.m. EDT) and will conclude before midnight in the East. Each succeeding day, the session's starting time will be set so as to insure completion of that day's business before midnight EDT.

On Friday, expected to be the final day of the convention, the acceptance speeches of the Democratic nominees for President and vice president will start at 7:15 p.m. PDT and will conclude, both of them, by 8 p.m. PDT (11 p.m. EDT), Mr. Reinsch said. That is, providing the convention has not run into a deadlock which would delay selection of the candidates beyond the preplanned time schedule, which is always a possibility, he commented.

AFM convention hears plea for live music

Delegates to the American Federation of Musicians convention in Las Vegas were promised that the federation would "never relax its demands that broadcasting licensees be compelled to fulfill their basic obligations by developing, sponsoring and employing live talent."

Herman D. Kenin, AFM president, told the assemblage that the accomplishment of the union's objective probably would entail "a rewriting of the Federal Communications Act, with built-in policing and enforcing powers that stop short of programming censorship." He voiced the hope that musicians would have the cooperation of other entertainment unions that have "a stake in reforming broadcasting practices."

He cited the following as major accomplishments by the union during the past year: The nationwide protest against "cut-rate" foreign music dubbed into otherwise wholly American-made tv film programs; the introduction of congressional legislation to investigate unregulated use of foreign taped music; the negotiation of a record wage scale and live music safeguards in the pay tv field; the federation's efforts to win a return of its bargaining rights for musicians in the major Hollywoood studios.

Mr. Kenin was re-elected president of the federation for another year. Other incumbent officers who were re-elected were Stanley Ballard, international secretary and George V. Clancy, international treasurer.

Screen writers are back on film jobs

Screen writers returned to work at the major movie companies last week after a special membership meeting on June 12 had voted to accept terms of a new agreement (AT DEADLINE, June 13) and bring an end to the 21-week-old strike against theatrical films. Officials of Writers Guild of America West said that approval of the new pact was by better than 99% majority of screen writers at the meeting.

Principal provisions of the agreement negotiated between WGA and the Assn. of Motion Picture Producers are: a 3½-year contract dating from June 13; minimum salary scales increased 10% for the first two years of the contract and an additional 5% for the remainder; establishment of separate pension and health and welfare plans to be started with past service credits of $600,000 paid by producers, who will also support the funds by contributing sums equal to 5% of writers' salaries up to $100,000 per picture; payment of 2% of producer's proceeds from release of theatrical films to free television for a six-year period starting June 13.

For use of theatrical pictures on pay-tv, the guild agreed not to ask for any additional compensation for films made during the term of the contract. However, WGA did not concede to the AMPP position that pay-tv is merely an extension of the theatrical box office and as such not calling for extra payment to writers, but maintained that it is a new use for which payment should be made. Presumably by the time this contract expires in December, 1964, pay tv will either be established or will have disappeared from the scene, so that it can be bargained for in a more realistic manner than at present, when its revenue-producing ability is a matter of conjecture.

Desilu gross up 14%

Desilu Productions grossed $23,406,000 for the fiscal year ended April 30, a 14% increase over the preceding fiscal year. Earned net profits of $811,559, were up 225% from the year before, Desi Arnaz, president, said Friday (June 17) in his annual report to stockholders.

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In Operation	In Process	Before the FCC
KRET-TV Richardson, Texas	KRNM-TV Roswell, New Mex.	Flagstaff, Ariz.
	KCDA-TV	Alamosa, Colo.
Key West, Fla. (Video-cable only)	Douglas, Ariz.	Missoula, Mont.
	Grand Island, Neb.; Santa Fe, New Mex.	Lamar, Colo.
		Gallup, N.M.
		Salina, Kansas
		Springdale, Ark.
		Key West, Fla.
		Ft. Smith, Ark.

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- **A Complete FCC Approved TV Station with guaranteed coverage**
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INVESTIGATE NOW! ! !—DO NOT DELAY—THIS IS 1960! ! !

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NBC'S 'DOERFER PLAN' PLANS

'America's Future' replaces 'World Wide '60'

NBC-TV announced two new public affairs ventures last week: six as-yet-unidentified special on "issues which affect or threaten the survival of the United States in the free world" and a series of Saturday night *America's Future* programs which will replace the tottering *World Wide '60*.

Both programs will be shepherded by Irving Gitlin, ex-CBS public affairs head who recently switched to NBC as executive producer, creative projects, NBC News and Public Affairs.

The *America's Future* series (9:30-10:30 p.m. Saturday) is of special interest to NBC-TV affiliates. Every third week the network will program only the first half hour, throwing the last half back to affiliates to be filled with a local public service show in the same vein. This represents NBC-TV's commitment under the so-called "Doerfer Plan," where the tv networks each agreed to program a minimum one hour each week with public service shows in prime time, with a half-hour turned back to affiliates for local shows every third week.

The *America's Future* shows will be in the words of NBC-TV President Robert Kintner, "an application of the traditional American town hall system to 180 million people." The programs will feature a debate between prominent spokesmen for opposing points of view, followed by questioning by selected studio audiences. NBC-TV is also encouraging affiliates to sponsor simultaneous meetings in their towns to listen to the national show and then discuss the issues locally.

The six hour-long "actuality reports" are described as dissecting "issues which because of their deep-rooted controversy have not yet been subjected to television analysis in depth." Suggested subjects: public relations, changing concepts of the Presidency, crisis in medicine and hospitals, television and education, responsibilities of the press and "growing numbers of Americans who know nothing and care little about problems and issues affecting their freedom."

Women's clubs decry broadcasting faults

The General Federation of Women's Clubs last week passed resolutions calling for a cleanup in broadcasting ethics (payola) and improvements in certain (children's) areas of programming.

Meeting at its 69th annual convention in Washington, the group attacked payola, urging both the NAB and the FCC to take vigorous steps to curtail any future violations. Citing that it (payola) . . . "denies the American public the privilege of choice," the GFWC proposed that future license renewal hearings be conducted at the site where the local license is held to assure proper disciplinary actions if necessary.

Resolved also was a measure calling for networks and local stations, both radio and tv, to encourage more creative efforts in the production and presentation of children's programs, preferably in prime time.

Baptist Convention presents its awards

The American Baptist Convention has announced its awards for excellence in the field of radio and television.

The convention honored Dr. Ivan Bell for his weekly program, *Morning Reflections*, on KTAR Phoenix, Ariz., as an "effective radio program presenting the Church's message . . ."

Miss Florence Reif, supervisor for religious programs and educational features for NBC Radio, was cited for her ability "to present faithfully the Christian message to a national audience." Miss Reif is responsible for the *National Radio Pulpit, Faith in Action* and other NBC Radio programs.

In tv, the *Old Testament Tv Course* on WMAL-TV Washington, D.C., was recognized as an "unusual religious program . . . which . . . provides a religious impetus to many thousands of viewers."

Tennessee Ernie Ford was honored "as a tv personality who has done effective work to present a Christian witness." The award was acknowledged by the Ford Motor Co., sponsors of the *Tennessee Ernie Ford Show*.

CBS was awarded an American Baptist Convention plaque for "their public affairs and religious programs reflecting a genuine concern for public enlightenment."

When Ike cancelled his trip to Japan,
UPI was 25 minutes ahead with the news.

UNITED PRESS INTERNATIONAL

■ Program notes

More bowlers ■ Peter DeMet Productions, Chicago, has started filming a new series of 26 *Championship Bowling* programs slated for fall syndication by Walter Schwimmer Inc., that city. The Schwimmer firm will syndicate the one-hour series for the seventh straight year, with expected exposure in over 175 cities.

Local special ■ United Artists Assoc., N.Y. is offering local stations a sports film, *Olympic Cavalcade*, as a pre-1960 Olympics special. The film, a pictorial dramatization of the 11th Olympiad held in Berlin in 1936, will be released in time to be programmed prior to this summer's games in Rome.

Assistance ■ Programs for Television Inc., N.Y., new tv film production-distribution company (BROADCASTING, June 6), announces the appointments of Fladell/Harris Adv., and the Pat McDermott Co., both New York, for public relations.

Convention category ■ The 1961 Ohio State Awards for excellence in cultural, public service and educational broadcasting will include a special tv category for election-year programs aired during 1960. I. Keith Tyler, director of the Institute for Education by Radio-Television, Ohio State U, which sponsors the awards, said that the special award was intended "to stimulate efforts by television, particularly in the United States, to inform citizens on vital issues in an election year and to highlight the unique uses of tv for that

New television critic: 'Tass'

An hour-long documentary on U.S. air defense, produced and filmed by KKTV (TV) Colorado Springs, has had international repercussions. Called "an impudent anti-Soviet provocation" by Tass, the Soviet news agency, the program was intended, according to the station, merely to acquaint the public with the North American Air Defense Command (NORAD), which makes its headquarters in Colorado Springs.

First shown in December 1959, *NORAD Briefing* presented an unclassified session in which NORAD Commander-in-Chief Gen. Laurence S. Kuter told military and political leaders the mission and problems of the command. KKTV's director of news and public relations, Hal Kennedy, who originated the show, said he hoped "to combat the apathy shown by the average American to the threats to our way of life and to place before KKTV's viewers a concise report on the threat and the status of forces under NORAD to meet [it]."

Gen. Kuter commended the station for the program and the NORAD information office ordered eight prints for showing on tv stations. Since Canadian forces are incorporated in the command, Canadian stations also requested the film. Both commercial and etv channels were used, in addition to showings at NORAD installations.

After the film was shown over CKVR-TV Barrie, Ont., the fireworks began. The film includes a fictional episode at the beginning showing Russians plotting an attack on the U.S. and a quote from a Soviet militarist of some 25 years ago that Russia will wait until America has been "lulled to sleep" and then "crush it with the clenched fist." These parts were attacked by a Toronto newspaper and Lester Pearson, opposition leader, declared in Parliament that the film should be studied by the Minister of External Affairs as a possible deterrent to the disarmament talks taking place at the time. Canada's Defense Minister ordered the film withdrawn by the RCAF, which had distributed it, until certain portions could be deleted.

Tass claimed the film was being used by American authorities to foment hostility to Russia in Canada. It stated that the film "called for an attack on the USSR" and its satellites. It further said, "As is evident, the relaxation of international tension . . . is not to the liking of the bosses of the Pentagon."

The Pentagon has stated it is "aware of the existence" of the program but has no further comment.

purpose." Canadian broadcasters are invited to compete through their treatment of U.S. political affairs. Broadcasters from the two countries submitted 321 tv entries and 281 radio entries for the 1960 competition; major honors went to CBC and CBS.

New rep ■ UPA Pictures has signed an agreement with All-Canada Radio & Television which gives UPA direct sales representation in Montreal, Toronto, Winnipeg, Calgary and Vancouver.

New Argonne series ■ A new 13-week series of public service programs exploring peacetime atomic energy research and development has been launched by Westinghouse's WIND Chicago for the summer season. Titled *Atomic Year Seventeen*, the series will feature a tour of key locations at Argonne National Lab, Lemont, Ill.

Banner on wheels ■ Banner Films, N.Y. has acquired distribution rights to a new roller derby series. Available immediately are 52 first run half-hours with 39 more to be released next year.

Three in works ■ Wilbur Stark Productions has added three programs to its production schedule for the coming season: *Counterpoint*, hour series on criminology, another hour series of

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

O R S N

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

June 20-24, 27-29 (11-11:30 a.m.) **Price Is Right**, participating sponsors.

June 20-24, 27-29 (12:30-1 p.m.) **It Could Be You**, participating sponsors.

June 20 (10-11:30 p.m.) **The Emmy Awards**, Procter & Gamble and Greyhound, both through Grey Adv.

June 21, 28 (9:30-10 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

June 22, 29 (8:30-9 p.m.) **Price Is Right**, Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

June 23 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

June 24 (9:30-10 p.m.) **Masquerade Party**, Hazel Bishop through Donahue & Coe, Block Drugs through Grey Adv.

June 25 (10-10:30 a.m.) **Howdy Doody Show**, Continental Baking, Nabisco through Ted Bates.

June 25 (10:30-11 a.m.) **Ruff and Reddy** Show, Borden through Benton & Bowles.

June 25 (7:30-8:30 p.m.) **Bonanza**, RCA through Kenyon & Eckhardt.

June 26 (8-9 p.m.) **Music On Ice**, sustaining.

June 26 (9-10 p.m.) **The Chevy Mystery Show**, Chevrolet through J. Walter Thompson.

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First money ■ Gifts of $2 each were donated by Brig. Gen. David Sarnoff, RCA and American Heritage Foundation chairman, to two major political parties in kickoff of 1960 nonpartisan election campaign. L to r: Paul M. Butler, chairman, Democratic National Committee; Gen. Sarnoff; John C. Cornelius, foundation president. Sen. Thruston B. Morton (R-Ky.), chairman, Republican National Committee. At top is key poster which is being used for small-donation drive.

adaptations of Mark Twain's *Connecticut Yankee* and *King's Kingdom*, half-hour action adventure series. John Woodcock, film editor, has a participating interest in WSP. Al C. Ward, writer of *Counterpoint*, has a partnership arrangement with the company for this series.

One-shot offer ■ "The Adventures of Mark Twain," a Warner Bros. feature, will be offered by United Artists Assoc., N.Y., as a local tv special. The film, which stars Frederic March and Alexis Smith, won four Academy Award nominations.

MGA vs. ABC ■ Musicians Guild of America has filed unfair labor charges with the National Labor Relations Board against ABC, charging the network with failure to bargain collectively on a contract for musicians employed for television. MGA won a representation election at ABC on March 7 and was certified as bargaining agent by NLRB on March 23. MGA stated that since then ABC has "arbitrarily" refused to recognize the guild as bargaining agent. ABC last week declined to comment on the union's charges.

Grand opera ■ WJR Detroit has received congratulatory responses, including a note of thanks in an editorial in the *Detroit Free Press*, for broadcasting live without commercial interruptions the opening production in the Metropolitan Opera's season in that city. CBE Windsor, Ont., broadcast a series of announcements advising listeners of the program on WJR on its own initiative. The program marked the 50 kw outlet's first anniversary as an independent. Karl Haas, WJR's director of fine arts, supplied commentary on the opera, which was one of a number of classical music presentations he has arranged.

Packaged longhair ■ The Philadelphia Orchestra has announced the completion of an initial set of 13 full-length concerts especially taped for commercial use by radio stations. The two-hour tapes, in stereo or monaural sound, will be sold on an exclusive basis in each city. Cost is based on a station's one-time national rate for one hour. Each program is a complete package with program introduction by WFLN Philadelphia announcer Frank Carter. A number of well known musicians are heard as guest soloists. Tapes will be available from Allen Sommers, c/o Philadelphia Orchestra, 1405 Locust St., Philadelphia, Pa.

$615,000 melon ■ Screen Actors Guild split a melon worth $615,000 June 9, when checks totaling that amount were mailed to some 1,800 SAG members as their fees for the tv showing of 82 post-'48 RKO theatrical features. They were distributed to tv by Matty Fox through C&C Television Corp. and C&C Super Corp. Under the agreement signed between Mr. Fox and the guild in 1957, payments have been made at the rate of $17,083 per month. The distribution formula sets a minimum of half a day's pay at the minimum scale then in effect for each actor appearing in each picture, plus 6% of his original earnings in the pictures.

The 'Lip' to emcee ■ Leo Durocher has been signed to act as host of a new sports series, *Magic Moments in Sports*, 365 5-minute segments to be produced by Heritage Productions, N.Y., in association with Pathe News, that city. The show will feature some of the greatest moments in sports history, through the years since 1900.

New radio hour ■ A five-weekly series of hour-long radio programs, entitled *Nitecap*, is being syndicated by Patrician Productions Inc., 14 E. 60th St., New York 22. Program features Patricia Kurland and Tom O'Malley in talk-celebrity interviews-music format originating in New York's "The Living Room" nightclub. Miss Kurland formerly was women's director of WKNB-

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WNBC (TV) New Britain, Conn. Mr. O'Malley is ex-talent coordinator for *Jack Paar Show* turned nightclub comic. First sale was to WNTA Newark.

Novel Series ■ CBS Radio has set June 27 for the premiere of *Best Seller*, a five-day-a-week program presenting full-scale dramatizations of top selling foreign and U.S. novels (2:05-2:30 p.m. EDT). Depending upon the substance of the original, each book will be serialized over a period of 15-25 broadcasting days. Frank Yerby's *The Serpent and the Staff*, adapted by Greer Johnson, will lead off the new series, which will be produced by Nathan Kroll and directed by Paul Roberts. Each story is to be told in its entirety, unabridged, the network said. When possible, the author will introduce his book and offer a daily synopsis of the radio dramatization.

In business ■ Trim Telefilm Service Corp., N.Y., has opened offices at 619 W. 54th St., to service advertising agencies' tv film and tape requirements, making arrangements for prints and for delivery to stations. Telephone is Columbus 5-4011. Arthur Cofod is president.

Don't forget the farm audience

Television is growing in popularity among farmers interested in market news. But broadcasters may be overlooking a prime time to schedule agricultural market reports.

A Virginia Dept. of Agriculture survey polled 3,400 Virginia farmers to arrive at these conclusions. The survey discovered that the number of farmers relying on tv for such reports had jumped 4% to 20%, since 1955. The jump cut heavily into the number who had previously depended on newspapers.

The survey further revealed that 24% of the farmers indicated they would prefer market reports aired in the 6 p.m. to 9 p.m. time period but that virtually no programs were scheduled by Virginia stations during this time. A 1955 survey reported that 33% asked for reports during evening hours.

Actually, the survey showed that 44% of those polled depend on newspapers for their first choice in market reports. Radio earned 36% of the first choice positions while tv was depended upon by 20%.

The survey also noted that 78% of the farmers contacted thought that their actual selling prices compared favorably with the market reports. Livestock markets were the most popular, followed by poultry and eggs, grain, fruits and vegetables in that order. Tobacco prices ranked high on a seasonable basis.

Virginia radio stations are devoting 2,800 hours of air time annually to market reporting. The survey shows that the five minute program seems to be the most popular length. Seventy-four of the 103 radio stations in the state are making such broadcasts with 54% of the programs scheduled from noon to 1 p.m. Only six tv stations reported that they were programming market news and most of them noted that they devoted the 6 a.m. to 7 a.m. time slot to the reports.

EQUIPMENT & ENGINEERING

BRITISH EXPORT RADIO GEAR TO U.S.

$22 million sales to U.S. account for 14% of British exports

British radio manufacturers have found a $22 million market in the U.S. Some of the goods that went to make up that export figure in 1959 are on view currently in the British Exhibition at the New York City Coliseum, and some of the displays may prophesy a yet more favorable exchange in 1960. Customers here last year accounted for 14.2% of total British exports of this equipment.

The $22 million figure covers audio, communications, navigational and radar, components and other apparatus but excludes industrial electronic equipment, which runs up the sum several times again in a trade where the United States is Britain's best customer. Radio exports here in 1958 came to $14 million.

Independent broadcasters are not represented in the New York show, but the BBC has a booth featuring a model of its new $45 million studios. The BBC will sign on fulltime in the new plant next week, June 29.

Beacon ■ Among electronic achievements on display, one lighthouse lantern may beam its way into studios of this country. Associated Electrical Industries Ltd. is lighting the scene with a 600,000-candle lighthouse version of the Xenon lantern. Another version has only recently been incorporated in motion picture projectors, replacing the carbon arc. Although AEI has not sold any Xenon-powered projectors yet in this country, it hopes to find a market (at least one U.S. manufacturer has imported the Xenon lamp from Germany this year for its projectors.) With a guaranteed life of 1,000 hours, the AEI Xenon lantern lasts perhaps five times as long as the carbon arc, requires little care and overcomes fire prevention problems, the manufacturer says. Cost and power requirements are comparable to carbon arc projectors.

A spectacular feature of AEI's space at the exhibition is an electron micro-

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scope shown for the first time back home by the BBC. At the Coliseum AEI is putting live microscopic experiments on a closed tv circuit.

Pye Ltd. is showing a 3-D industrial television system which produces stereo pictures from a single camera, along with other industrial electronic equipment and diversified products including a transistorized pushbutton car radio and an underwater tv camera. Standard Telephone & Cables Ltd. has on display a wide range of microwave links and communications systems. STC brought along part of its portable microwave link for outside tv pickups, using the 5900-7750 mc band. The equipment transmits and receives signals on British, Continental and American line standards and will accommodate a music channel above the video band.

A U.S. firm, British Industries Corp., Port Washington, N. Y., is exhibiting a group of imports it markets, including such audio components as the Garrard record changer, Leak amplifier and Wharfedale speaker. A new series of hand-crafted gold lion tubes by General Electric of England also appears in the space.

Many other Bristish audio and electronic manufacturers are in the show.

Dollar equivalents of the 1959 export figures released in connection with the show:

Audio equipment	$14,448,000
Capital equipment (communications, broadcasting, navigation aids, radar, but industrial electronic equipment not included)	2,632,000
Valves and parts	2,480,800
Components and test gear	1,526,000
Domestic radio (radio and television receivers, radiograms)	532,000
Other radio apparatus	352,800
Total	$21,971,600

April set production, sales drop slightly

Television and radio set production and retail sales for the first four months of 1960 remained above the similar period of last year, but manufacture and sales of sets in both categories dropped slightly in April compared with March this year.

Figures for first third of 1960, as reported by Electronic Industries Assn. last week:

Period	Television Production	Sales
Jan.-April, 1960	2,001,998	1,951,583
Jan.-April, 1959	1,779,801	1,639,626
	Radio	
Jan.-April, 1960	5,696,029*	2,627,147**
Jan.-April, 1959	4,637,859*	2,079,804**

* Includes 2,263,057 and 1,786,168 auto radios respectively.
** Excludes auto radios.

INTERNATIONAL

Foreign television continues expansion

Overseas tv continued to expand normally during the first five months of 1960, a new United States Information Agency bulletin reports. Two new countries, Costa Rica and Okinawa, inaugurated tv; transmitting stations increased by 149, and there was an expansion of 2.5 million tv sets in use.

The USIA report states that a Europe-wide tv network came a step closer to realization with the establishment of a network called Intervision. The new network was established among the Soviet Bloc countries.

Discussions between Intervision and the West European Eurovision organization have taken place. Aim of the discussions is an East-West link-up and exchange of tv programs. Eurovision comprises 14 countries including Austria, France, West Germany, Italy, the United Kingdom and Sweden. Intervision comprises Czechoslovakia, East Germany, Poland and Hungary. This system will be joined in 1960-1961 by the USSR's network and later by other Iron Curtain facilities.

November target date for Rhodesian tv

Commercial tv will soon be a reality in Rhodesia. A station is expected to start transmitting from Salisbury on Nov. 15. It will be owned by Rhodesia TeleVision Ltd., a public company formed expressly to operate the federal program contract.

RTV expects to start its Salisbury operation on a limited time basis of approximately four hours daily to be increased with the station's growth. The station will choose programming from overseas but expects to keep a proper balance between imported and local shows.

Commercials of 15, 30 and 60 seconds duration will be rotated within each time segment. The only fixed time spots will be hourly time checks, available to advertisers of watches and clocks only, and the 7-second spot adjacent to the time check.

The station also plans to use the magazine concept of advertising which, it claims, has been very successful in Britain. A rate card is now being distributed to Salisbury advertisers.

It is estimated that the Salisbury facility will eventually reach an audience of over 200,000. Plans are already underway for further developments at Bulawayo and Kitwe (Copperbelt). The new station will have Gerry Wilmot as its general manager and Alec. B. Buchanan as administrative executive.

Japanese agreement ■ NBC announced last week details of an association with the Fuji Telecasting Co. Ltd. of Tokyo. Fuji Telecasting Co. will receive NBC programs and may receive technical assistance and advice. It also envisages cooperation in news gathering, programming and production. Fuji operates one of Tokyo's three commercial tv channels. Shown at the contract signing, which supplements recent NBC agreements with Argentine and Parisian tv companies, are: (l to r): J.V. Shute, NBC assistant general attorney; R.L. Berman, manager, facilities, NBC International enterprises; K.K. Yoshimura, manager, administrative affairs, Fuji Telecasting Co.; A.R. Stern, NBC vice president; N. Shikanai, managing director, chief executive officer, Fuji Telecasting Co.; and C.W. Slaybaugh, director, NBC International.

Broadcast Advertising

Lloyd Berg joins Pleskach & Smith Adv., Omaha, Neb., as vp and account executive.

Max Enelow, director of advertising and sales promotion for Philco Corp., Philadelphia, retires. He had been with Philco for 32 years.

MR. KOCOUR

Max Kocour, formerly account supervisor at Needham, Louis & Brorby Inc., Chicago, to Young & Rubicam, that city, in similar capacity. Before joining NL&B, Mr. Kocour was with N.W. Ayer & Son.

Mrs. Lois I. McLaughlin, John L. Heffron and **F. Bradley Lynch** named vps of The Rumill Co., Rochester advertising, marketing and pr firm. Mrs. McLaughlin is director of merchandising, Mr. Heffron, account executive on Eastern Kodak, and Mr. Lynch, pr director.

Myron Moses, formerly with W.B. Doner, N.Y., appointed vp at Daniel & Charles, that city.

Samuel D. Mallin, formerly general manager of Frank Kiernan & Co., N.Y., joins Albert Frank-Guenther Law, that city, as vp.

Arthur Boyd, head of own consulting firm in Detroit, joins Campbell-Ewald, that city, as vp in charge of marketing and research.

Benson Inge, vp and director of pr at Ted Bates, N.Y., resigns after 19-year association.

Earl Timmons, director of research in Los Angeles office of Fuller & Smith & Ross, assumes research responsibilities for F&S&R offices in San Francisco and Fort Worth-Dallas.

Lester Harmon, director of radio and tv at Werman & Schorr, Philadelphia, promoted to senior account executive and member of agency's executive operating committee. **Jerome B. Samuelsohn,** tv production manager, succeeds Mr. Harmon.

Olive P. Gately, advertising consultant, joins Grant Adv., N.Y., as copy group head.

Herbert H. Strauss, writer and associate producer for NBC-TV, joins Ben Sackheim Adv., N.Y., as commercial producer and director of program development.

Patrick Nolan, formerly manager of marketing and planning for Kelsey-Hayes Co., Utica, N.Y., joins Kudner Agency, N.Y., as account executive on Goodyear Tire & Rubber Co., Industrial Products and Chemical Divs.

Pat Kater, production manager for BBDO's Los Angeles office, promoted to account executive. **Bob Wilcox** becomes new production manager. **Tom Browman** joins production department.

James F. Blair joins Chicago office of Wade Adv. on Miles Laboratory account.

Michael P. Frawley, executive vp of B.T. Babbitt Co., N.Y., elected president, succeeding **Marshall S. Lachner** who resigned. Before joining Babbitt in 1958, Mr. Frawley had been general sales manager, household products division, Colgate-Palmolive. **Alfred I. Schimpf,** elected board chairman and chief executive officer, retains post as chairman of executive committee. **John W. Sugden,** vp in charge of marketing, becomes executive vp—marketing.

William Kaup, formerly copy director of Darwin H. Clark, Los Angeles, joins Boylhart, Lovett & Dean, that city.

Herman Raucher, copy department, Reach, McClinton, N.Y., named copy director.

MR. LIGHT

Gerald Light, formerly vp of McCann-Erickson, N.Y., appointed vp in charge of marketing, Schick Inc., that city. Mr. Light, who was at one time director, advertising and sales promotion for CBS-Columbia Div., CBS, has also held advertising management positions with Emerson Radio and General Electric.

William Dey, formerly of Drake, Rigas, Fitzmaurice & Dey, N.Y., joins Foote, Cone & Belding, that city, as account executive on Walter Baker chocolate, D-Zerta Gelatin products for General Foods.

Douglas G. Kennedy joins Charles Bowes Adv., Los Angeles, as member of art staff. He formerly was with McCann-Erickson and Foote, Cone & Belding, both San Francisco.

Peter Hilton, president of Kastor, Hilton, Chesley, Clifford & Atherton, N.Y., has contracted with Prentice-Hall Inc. to publish his book, "New Product Development."

Wendy Ewer, formerly with Papert & Free, N.Y., joins Doyle Dane Bernbach, that city, on copy staff.

John E.D. Coffey Jr., formerly of Doherty, Clifford, Steers & Shenfield, N.Y., joins Norman, Craig & Kummel.

The Media

Hale Bondurant, president of KWG Broadcasting Co. (KWG Stockton, Calif.) purchases 50% interest in KUDY (formerly KQDE) Seattle, Wash. He will become general manager on July 1, and executive vp upon approval of sale by FCC.

MR. BYRON

Edward A. Byron, president and owner of Byron Productions, N.Y., joins NBC-TV sales department. Mr. Byron, 30 year veteran in radio and tv, will concentrate his selling efforts on news and public affairs programs. Byron Productions had created and produced *Mr. District Attorney* and *What's My Name?*

J. Louie Solomon, station manager of WAUG-AM-FM Augusta, Ga., promoted to executive vp and general manager.

Edward M. Scala named general manager of WINR-AM-TV Binghampton, N.Y., succeeding **David F. Milligan** who resigned. Mr. Scala formerly was sales manager of WNBF Binghampton.

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QUINCY, ILLINOIS

AFA re-elects top echelon, names new officers

James S. Fish, vp and director of advertising of General Mills, Minneapolis, re-elected chairman of board, Advertising Federation of America. Also re-elected: **C. James Proud,** AFA president; **John P. Cunningham,** chairman, Cunningham & Walsh, N.Y., vice chairman, and **Perry L. Shupert,** vp, sales and advertising, Miles Labs, Elkhart, Ind., treasurer. Other new officers: **George W. Head,** advertising-sales promotion manager of National Cash Register Co., Dayton, Ohio, vp representing company members; **Robert E. Kenyon Jr.,** president of Magazine Publishers Assn., N.Y., vp representing affiliated associations, and **William Donovan,** advertising director of International Correspondence Schools, Scranton, Pa., secretary. New directors: **Benton W. S. Dodge,** advertising-sales promotion director, Gulf Oil Co., Pittsburgh; **Arthur Rippey,** managing director, Rippey, Henderson, Bucknam & Co., Denver, and **J. Kenneth Laird,** president of Tatham-Laird, Chicago. Directors re-elected: **Leo Burnett,** chairman of Leo Burnett Co., Chicago; **Worth Kramer,** president of WJR Detroit; **Robert E. Lusk,** president, Benton & Bowles, N.Y.; **Edwin W. Ebel,** vp, General Foods Corp., White Plains, N.Y.; **Robert T. Lund,** publisher, *Printers' Ink,* N.Y.; **Arthur H. Motley,** president, Parade Publications, N.Y.

Burton E. Hotvedt, vp of Brady Co., Milwaukee, elected chairman of Council on Advertising Clubs, constituent group of AFA. **Lee Fondren,** station manager and sales director of KLZ Denver, re-elected vice chairman, and **Clayton Cosse** of Dora Clayton Agency, Atlanta, elected vice chairman. Council on Women's Advertising Clubs elected **Ruth Volckmann,** office director of Sawyer, Ferguson, Walker Co., N.Y., chairman.

Following officers were named in AFA new district 6, covering Indiana, Michigan and Illinois: governor **W. H. Over,** *Indianapolis Times;* lieutenant governors **W.D. Moore,** director of advertising and sales promotion, Chrysler Corp., Detroit; **Reid G. Chapman,** WANE-AM-TV Fort Wayne, Ind.; **Frank Baker,** Grant, Schwenk & Baker, Chicago; secretary **Arthur V. Crary,** Advocate Publishing Co., Terre Haute, Ind.; treasurer, **Katie Fitzsimmons** McCann-Erickson, Chicago. AFA districts now number 10 altogether.

Eugene V. Klein, director of National Theatres & Television Inc., Beverly Hills, Calif., elected vp.

Carl M. Watson, manager of contunity acceptance at NBC since 1955, appointed director of continuity acceptance. He has been with NBC since 1938 when he started as page.

Robert M. Stough, sales manager of WSBA-TV York, Pa., promoted to station manager and national sales manager. **H. David Berlin,** account executive, appointed local and regional sales manager.

MR. COX

Joseph R. Cox, formerly sales account executive for WCBS New York, joins ABC-TV as regional manager. Previously, he was area supervisor in station relations department of Dumont TV.

William A. Merrick, manager of KBMN Bozeman, appointed assistant general manager of KCAP Helena and KGVO Missoula, all Montana.

Jack Arnold, motion picture and tv producer-director, joins CBS-TV in similar capacity to develop new network properties and handle production assignments on network film series.

William M. Humphreys, formerly radio account executive at The Katz Agency, Detroit, appointed national sales manager of WTCN Minneapolis-St. Paul.

Howard McAnulty, formerly with KGW Portland, to KISN, that city, as regional sales manager. Previously, he was with KVAN Vancouver, Wash.

Herbert R. Griffin, news director of WWBZ Vineland, N.J., promoted to general manager.

W. Robert Trevitt, formerly sales manager of WINR-TV Binghamton, N.Y., joins WNBF-TV, that city, as sales manager. Mr. Trevitt previously has been in sales at WRUN Utica, N.Y., and WKOK Sunbury, Pa., and at one time was co-publisher of *Vestal* (N.Y.) *News.*

William J. Fennessy, CBS budget manager, elected assistant controller. **Walter P. Rozett,** director of financial and administrative operations for CBS Radio, named assistant treasurer of CBS.

Hal Phillips, formerly general manager of WTVH (TV) Peoria, Ill., appointed program director of KHJ-TV Los Angeles.

John Hardy, air personality with KSAN San Francisco, named program director.

Donald H. McGannon, president of Westinghouse Broadcasting Co., named to board of trustees of Ithaca College.

MISS ABBOTT

Dorothy Abbott appointed station manager of KNDI Waikiki, Hawaii, new all-girl station. She formerly was promotion director for KANS Kansas City. Previously, she was assistant manager of KONI Phoenix, Ariz., and program director of WJXN Jacksonville, Fla.

Robert W. Sarnoff, chairman of board of NBC, elected to board of trustees of Franklin and Marshall College, Lancaster, Pa.

Jack Mann, ABC Radio account executive, promoted to director of sales development and program coordination. Prior to joining ABC in 1958, he was with WRCA-TV New York and NBC and CBS.

Dick Schofield, formerly sales executive at KRKD Los Angeles, joins KFOX Long Beach, Calif., as sales manager.

MR. HUGHES

Terry Hughes, H-R Representatives, Chicago, named manager of new Minneapolis office, opening July 1. Mr. Hughes, 10-year veteran in tv and radio, previously did sales work for *Chicago Herald-American* and Capper Publications.

Virgil Halligan, formerly account executive at KGLO-AM-TV Mason City, Iowa, appointed sales manager at KEYC-TV Mankato, Minn. Other appointments-transfers at KEYC-TV: **Bob Cavanaugh,** announcer-m.c. at KGLO-TV, named program director; **Donald C. Borchert,** engineer at KGLO-AM-TV, chief engineer, and **Robert Ruen,** staff announcer at KGLO-TV, production manager.

John Upham, national sales manager for KTNT Tacoma, Wash., promoted to assistant manager. He also continues current responsibilities.

Richard B. Stark joins sales department of NBC-TV. He formerly was network account executive with Ziv TV Programs Inc., N.Y.

John J. Howley, formerly account executive with Ziv-United Artists, joins KWTV (TV) Oklahoma City on sales staff.

Jeffrey Carey, research analyst in research and sales development department of WPIX New York, named account executive.

Richard H. Favret joins sales staff of WKYT (TV) Lexington, Ky.

MR. FAUST

A. Donovan Faust, station manager of WJRT (TV) Flint, Mich., promoted to general manager with responsibilities of all tv operations. He will report to Worth Kramer, station president. Prior to joining WJRT (TV), Mr. Faust was an executive at WBKB Chicago.

Joseph S. Sinclair, director on tv board of NAB and president of Outlet Co., Providence, R.I., elected president of Rhode Island Broadcasters Assn. Other officers: **James E. McEneney,** WHIM Providence, vp; **John F. Crohan,** WICE Providence, secretary, and **Joseph P. Dougherty,** WPRO-TV Providence, treasurer.

Frank Knorr Jr., general manager of WALT Tampa, Fla., and owner-manager of WPKM (FM), that city, appointed director of operations of WSAI-AM-FM Cincinnati. He will be responsible for setting up WSAI-FM as separate 18 hour per day operation.

Robert E. Metclafe joins WRDW-TV Augusta, Ga., as managing director. He formerly held similar position with WPAR Parkersburg, W.Va.

John H. Rawitser, formerly account executive of WOOD Grand Rapids, Mich., appointed assistant sales manager of KRAK Stockton-Sacramento, Calif.

David Grimm and **Herb Granath** join ABC Radio as account executives. Mr. Grimm had been with Edward Petry Co. and Mr. Granath with The Meeker Co., both station reps.

Robert Aissa, account executive at Venard, Rintoul & McConnell, N.Y., joins Weed Radio, that city, in similar capacity.

Harry D. Jacobs Jr., NBC Spot Sales, Chicago, joins AM Radio Sales, that city, as account executive.

Henry J. Coleman, promoted from master control room supervisor to engineer in charge of operations at WBKB (TV) Chicago.

Charles (Chuck) Bill, formerly farm director and air personality at WBKB (TV) Chicago, appointed farm director at WLS, that city, succeeding **Bill Mason,** named to similar capacity at WBBM Chicago.

Doug Davenport, WISN-TV Milwaukee, elected president of United Press International Broadcasters of Wisconsin, succeeding **Gene Berhnardt,** WEMP Milwaukee.

Tys Terwey, news director of WMPS Memphis, Tenn., elected president of United Press International Broadcasters Assn. of Tennessee.

Duane Bock, on news staff of KHQ Spokane, Wash., promoted to news director, succeeding **Pat Cullen** who resigned to accept position out of industry.

Ellen Wadley, producer, CBS News, elected president of Washington chapter of American Women in Radio and Television.

Vince Williams joins KTTV (TV) Los Angeles as newscaster.

John Nelson and **John Iannarella** joins WHYY-TV Philadelphia as maintenance engineer and tv projectionist, respectively.

Conrad W. Mikorenda, commercial writer, joins WBIC Bayshore, Long Island, N.Y., as continuity director.

William Mavrides, formerly director of tv at Fisk U., Nashville, Tenn., to U. of Akron, Ohio, as tv coordinator.

Bill Larson joins KETV (TV) Omaha, Neb., as announcer. He formerly held similar position at KRDO-AM-TV Colorado Springs.

Ken Gaughran joins WACE Chicopee, Mass., as air personality.

Stan Brown and **Hap Smith,** air personalities at KECK Odessa, Tex., resign.

Lou Swanson, formerly of KNOE Monroe, La., to WING Dayton, Ohio, as air personality.

Ned Clarke, formerly air personality with WANN Annapolis, Md., to WCBM Baltimore in similar capacity.

Jack Pyle joins WAPZ Pottstown, Pa., as air personality.

John Callahan joins WPTR Albany, N.Y., as news editor.

Harv Morgan appointed program-production manager of WQTE Detroit-Monroe, Mich. **Tom Clay** joins WQTE as air personality.

Programming

MISS BARISH

Sherlee Barish, in sales department of Official Films, N.Y., appointed vp. Miss Barish, who assisted in development of company's 5-minute formats, will take on responsibilities in selecting, obtaining new properties, as well as sales development and special sales projects.

William H. Fineschriber Jr., executive on tv activities of Motion Picture Export Assn. of America, elected vp. He will work with tv export committee.

James Packer, Ziv-UA spot sales manager, eastern division becomes sales manager, northeastern division. **Jerry Kirby,** formerly northeast manager, named to regional sales division of national sales department.

Norman Felton, director of programs for CBS-TV, West Coast, appointed director of programs for MGM-TV. He formerly was producer of *Robert Montgomery Presents* on NBC-TV.

Fred Raphael and **Robert C. Winkler** elected vps of client services and post-production and related services respectively, at Filmways Inc., N.Y. Mr. Raphael had been on sales staff and Mr. Winkler in charge of editing.

Frederick De Cordova signs to produce and direct CBS-TV's *The Jack Benny Program* for 1960-61 season.

Mr. Cordova produced *The George Gobel Show* last season.

Hy Averback joins Four Star TV as producer-director of new *Tom Ewell Show*, slated for release this fall. He previously directed *The Real McCoys* and *Hennessy*.

Lewis Rackmil, Ziv-UA producer, appointed administrator of west coast operations. **Robert Knoechel,** west coast comptroller, **Joseph Wonder,** formerly production manager, promoted to executive production supervisor.

Equipment & Eng'ring

Samuel E. Ewing, general attorney, manufacturing and service divisions of RCA, appointed staff vp.

Dr. Walter R. G. Baker, president of Syracuse U. Research Corp. and formerly electronics vp at General Electric Co., Syracuse, N.Y., awarded honorary Doctor of Engineering degree at Carnegie Institute of Technology.

Daniel J. Horan appointed regional sales manager of Kelvin Sales Co., N.Y. Firm handles precision wirewound resistors, resistive networks and related components.

Dr. Pei Wang appointed engineering manager in charge of device services for Semiconductor Div. of Sylvania Electric Products Inc., Woburn, Mass.

Albert M. Uremovich joins Traid Corp. (photograph instrumentation system), Encino, Calif., as eastern field staff representative.

James T. Turnbill joins Zenith Sales Corp., Chicago, Ill., as district sales representative for Buffalo, Cleveland, Columbus, Pittsburgh, and Philadelphia.

Carl Dorwaldt, formerly sales product manager for RF Components at Amphenol-Borg Electronics, appointed head of newly-established sales engineering department at Rauland-Borg Corp., designed to simplify and stimulate sale of custom engineered sound systems.

Government

Julian H. Singman, assistant counsel of House Antitrust Subcommittee, appointed co-counsel, succeeding **Kenneth R. Harkins,** who has joined Stromberg-Carlson Div. of General Dynamics as chief legislative aide to vp-general counsel.

T. Harold Scott, one time (1956-58) chief of Tv-Radio Monitoring Unit at Federal Trade Commission and presently attorney in FTC's Bureau of Consultation, reported favorably by Senate Committee on Interior and Insular Affairs to be associate commissioner, Indian Claims Commission.

International

R.E. Misener named manager of CFCF-TV Montreal, Que., new ch. 12 station. **Vin Dittmer** appointed business manager, **Bud Hayward,** program manager, **Jim Boyd,** operations manager, **C. Creighton Douglas,** chief engineer, and **P.A. Tweedie,** promotion manager.

George Davies, assistant manager of CKGM Montreal, promoted to manager.

Leo Remillard named director of CBWFT (TV) Winnipeg, Man., ch. 6 French-language station.

Jerry Johnson, commercial manager of CKBI-TV Prince Albert, Sask., named general sales manager of CJAY-TV Winnipeg, Man.

Norman Botterill, CJLH-TV Lethbridge, Alta., elected president of Western Assn. of Broadcasters, succeeding **Blair Nelson,** CFQC-TV Saskatoon, Sask.

Deaths

James Leonard, 50, vp of Crosby Broadcasting Corp. and general manager of WLWC Columbus, Ohio, died of leukemia June 11. He was instrumental in founding of WLWC in 1949. He was named vp in 1952. Previously, he was program director of WSAI Cincinnati.

MR. REEDER

John F. Reeder, 57, senior vp at Benton & Bowles, N.Y., died June 15 following short illness. Mr. Reeder, who had been with B&B since 1952, started his advertising career in 1925 with Campbell-Ewald, Detroit. Later he became advertising director of Cadillac Motor Car Co., vp of Young & Rubicam, both in Detroit and N.Y., vp, C.J. LaRoche, Los Angeles, as well as vp and chairman of plans board, William H. Weintraub, Adv., N.Y.

William F. Conhurst, 67, formerly news director of WCAO Baltimore until retirement in 1957, died June 8.

Angus D. Pfaff, 52, owner-president of WNMP Evanston, Ill., died of cancer June 11. He also owned WGEZ Beloit, Wis., which has been sold to Howard Miller Enterprises & Consultants Inc., subject to FCC approval, and held 50% stock in Northwestern Tv Broadcasting Corp.

HAMILTON-LANDIS & ASSOCIATES, Inc.

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1737 DeSales St. N.W.	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671
EXecutive 3-3456			

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

FANFARE

Step-by-step report

Dr. Barbara Moore, famed British transcontinental hiker, walked into Kansas City, Mo., created a traffic jam and triggered KMBC, there, into a highly successful promotion that drew area-wide plaudits.

Here's what happened: On May 24, officials at KMBC learned that Dr. Moore was headed eastward across Kansas toward Kansas City (located on the Kansas-Missouri border) and concocted a contest to forecast the time of Dr. Moore's arrival at the state line with a "week for two in London" as the bait.

With the cooperation of KRSL Russell and KSAL Salina, both Kansas, and the UPI news service, all of whom kept KMBC informed of Dr. Moore's whereabouts via telephone contacts and news bulletins, the station was able to greet her in Lawrence, Kans., and escort her to Kansas City with disc jockey Torey Southwick conducting a step-by-step interview.

Dr. Moore, reportedly the only pedestrian ever granted the privilege of walking on the Kansas turnpike, was cheered by throngs of people as car radios heralded her arrival. She reached the state line at 3:41 p.m. to the glee of Nadine Williams, a Kansas City school teacher, who won the trip to London.

The 387-mile safari from Oakley, Kans., to Kansas City was covered intermittently by KFRM Concordia, twin transmitter of KMBC.

Dr. Moore, a vegetarian, said her Kansas City ("where the steak is born") welcome was the biggest since she left San Francisco. To enable Dr. Moore to have the latest weather information on the balance of her trip across the U.S., KMBC presented her with a compact transistor radio.

Frogs jump for 'Mark Twain'

Take a medium-sized frog from a cool, dark, damp box, and by following other special instructions, you may have a winner in the local frog jumping contest.

United Artists Associated Inc., New York, is offering the frog jumping contest rules to stations planning promotional efforts in behalf of the Warner Bros. movie, "The Adventures of Mark Twain," currently distributed by UAA as a local tv special to salute this year's 50th anniversary of Mark Twain's death. All stations have been advised to capitalize on the film's amusing frog jumping contest scene.

Reminding that "the official world's

WDIA pitches in for Little League

"Better a broken bat than a broken boy."

This is the motto maintained by WDIA Memphis, Tenn., as, for the sixth straight year, the station sponsors some 2,000 boys in Little League baseball.

Providing uniforms, bats and balls for the 2,000 youngsters has proved "more than worth it" according to WDIA manager Bert Ferguson. Approached in 1955 to support a single team, the station started a league of a dozen teams at a time when baseball for Negro youth in Memphis was mainly stickball in the streets. Each year since then, the league has expanded until it now embraces more than 100 teams in Memphis and nearby towns.

WDIA, a pioneer in Negro broadcasting, reports that the league is still too young to have produced a new Willie Mays or Jackie Robinson, but a number of young players have moved into sharp high school competition and a few teenage comers are being scouted by major league observers.

'Nicest Suit' ■ The "motto" for the WDIA league stems from the fact that some 800 bats are broken by the Little Leaguers each year. But the bats provide an outlet which keeps the boys from delinquency and, as stated by broadcaster Frank Armstrong, ". . . their WDAI uniform is the nicest suit of clothes a lot of these boys own."

Station personnel itself cannot handle all 2,000 ball players. Managers for WDIA teams are recruited from the ranks of church deacons, government workers, truck drivers, teachers, and others. Some managers pilot more than one team.

At the end of each season, the station makes team awards and sponsors an "all-star" game in September. This year, WDIA will give thought to bringing a "little world series" to Memphis players and fans.

In addition to Little League activities, the station is involved in a number of other goodwill projects. It makes awards to outstanding prep football players. Its $40,000 contribution made it possible for Memphis to have a new Negro orphanage. WDIA buses transport crippled children to school. Two charity shows a year supply scholarships to deserving youngsters, make loans to young farmers and aid countless others.

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RCA

'Forced' tour ■ Curb-side dentistry is being practiced on Russ White, KIMA Yakima, Wash., air personality (r) who broke a molar on his 40-day tour in a sealed-in car. Russ voluntarily entered his mobile prison to tour the Northwest publicizing the Yakima Diamond Jubilee. At last report deejay White is doing fine while driving, eating, sleeping. He won't leave the car until he appears in the jubilee parade.

frog jumping record is 15 feet 10 inches," UAA may be responsible for bettering that with such tips on the care and feeding of frog contestants as: train them to make consecutive jumps in a straight line; let them jump away from the sun and towards water; give them only live food; medium sized frogs are better jumpers than big, heavy frogs, and no artificial devices are permitted in urging frogs to jump but vocal encouragement is permitted.

Parking lot for babies

Maine baby-sitters have some well-organized competition beginning today (June 20). WGAN-AM-TV Portland is starting a free day-nursery at at its downtown sidewalk studio facility.

During the summer months, mothers can park their youngsters while they go shopping, in a nursery complete with toys and one attendant for every 10 children. The service will be free for the first hour, but there will be a slight fee for longer periods of time, "to discourage all-day parking that might crowd the facilities."

The baby sitting service is part of a campaign to promote shopping in the downtown business area.

Those RAB speakers

Always ready to get up and talk about radio, executives at Radio Advertising Bureau, New York, plan to increase their free service of supplying speakers to any interested organization. In a special bulletin to the nation's leading corporations and trade groups, RAB said: "Tell us when and where you are going to have the meeting, what its purpose is, what subjects you would like RAB to talk about and nine out of 10 times we'll be able to provide exactly what you request." Last year, RAB speakers appeared before more than 60 organizations.

Educational tv bargains

KQED (TV) San Francisco has just completed a $47,000 five-day auction. The proceeds will be used to defray 12% of the non-commercial station's operating costs.

Merchandise, donated by Bay area merchants, ranged from bikes to sports cars, barbecues to exotic trips. The station reported that "1,000 volunteers" worked "day and night at KQED from amateur auctioneers to bid takers, telephone operators and merchandise processors."

Bidding by phone, some viewers

was sold for $1,600, an Atlas furnace for $570, and a diamond ring for $600. A lady who won the Triumph, fared slightly worse in bidding for and winning a color tv set for $700.

The remaining funds KQED needs to operate are raised through memberships of $10 or more per year, foundation grants and corporate gifts.

Radio's football fans

Football sponsorship rates as a prime method for reaching the male audience, Radio Advertising Bureau stated in a study just released. The survey, conducted during the 1959 football season, showed that 73% of the adult males questioned listened to the sport on radio. There was a high incidence of radio football listneing among males between 18 and 34. More than eight out of 10 men in this age group reported listening to the play-by-play.

■ Drumbeats

Tree lease ■ A Florida orange tree now belongs to a resident of Upper Darby, Pa. Mrs. Helen A. Hoolahan received a lease to the tree from WPEN Philadelphia. It entitles her to the juice of the fruit of the tree for one full year. Mrs. Hoolahan received her ownership rights in the tree when she won the "WPEN Snowcrop Orange Tree" contest.

Teacher awards ■ KIMN Denver has initiated a public service award—"Teacher of the Year." The recognition includes $1,000 in cash to the public school teacher selected by a PTA board. Writer of the nominating letter which is selected as the annual winner will get a $500 savings bond. A similar project was undertaken at WMCT (TV) Memphis, Tenn., where the regional Pepsi-Cola bottlers sponsored a "Best Teacher" contest. The student submitting the winning entry received a registered German Shepherd puppy.

Long haul ■ An 18-hour telethon by WFGA-TV Jacksonville, Fla., produced over $76,000 for the Cerebral Palsy United Fund last month. Originating in a downtown Jacksonville hotel, the station was able to round up a number of prominent stars to aid in the fund drive: Darin *(Riverboat)* McGavin, the Ink Spots, singers Ken Carson and Jeanne Thomas, and Peter Breck of *Black Saddle*.

Press critique

CBS' WBBM-TV launched an alternate-week review of the press June 11, with Carter Davidson, newly-appointed foreign news editor as moderator. The critique, *WBBM-TV Views the Press*, touched initially on Chicago's four dailies, lauding them for some examples of commendable newspaper journalism and criticizing them on others—viz., headline treatment of the Bomarc missile that caught fire in New Jersey (radiation hazards) and handling of the Carole Tregoff-Bernard Finch and Caryl Chessman crime cases. Charged Mr. Davidson: "frivolous use of valuable front-page space." The conclusion: the press should use the mutual freedom of all media "well." The program is televised every other Sunday.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

June 9 through June 15. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Station

APPLICATION

Popular Bluff, Mo.—Turner-Farrar Assn., uhf ch. 15 (476-482 mc); ERP 11 kw vis., 11 kw aur.; ant. height above average terrain 620 ft., above ground 555.4 ft. Estimated construction cost $42,000, first year operating cost $25,000, revenue $12,000. P.O. address 21½ West Poplar St., Harrisburg, Ill. Studio location Poplar Bluff, Mo. Trans. location Poplar Bluff, Mo. Geographic coordinates 36° 46' 38" N. Lat., 90° 27' 42" W. Long. Trans. RCA TTU-12A, ant. TFU-24DL. Legal counsel McKenna & Wilkinson, Washington, D.C. Consulting engineer Silliman, Moffat & Rohrer, Washington, D.C. Principals include **O.L. Turner, Charles O. Farrar,** 25% each, **Ethel M. Turner,** 45%, and **Harry R. Horning,** 5%. Turner-Farrar Assn. is licensee of WSIL-TV Harrisburg, Ill. Ann. June 10.

Existing Tv Stations

ACTIONS BY FCC

KBFI (TV) Bakersfield, Calif.—Designated for hearing application for extension of time to complete construction; denied request by Bakersfield Bcstg. Co. (KBAK-TV, ch. 29) Bakersfield, to be made party to proceeding. Ann. June 15.

WSVA-TV Harrisonburg, Va.—Denied request for waiver of sec. 3.652(a) of rules to identify itself as Harrisonburg-Staunton-Waynesboro station. Ann. June 15.

WJPB-TV Weston, W.Va.—Waived sec. 3.613(a) of rules and granted application for mod. of cp to install new trans., move studio to 3 miles northeast of Weston, and make other minor changes. Ann. June 15.

New Am Station

ACTION BY FCC

Portsmouth, N.H.—Seacoast Bcstg. Corp., granted 1380 kc, 1 kw unl. P.O. address 70 Court St., Portsmouth. Estimated construction cost $32,944, first year operating cost $60,000 revenue $65,000. Applicant has 12 stockholders none of whom owns over 9%. Ann. June 15.

Existing Am Stations

ACTIONS BY FCC

KHMO Hannibal, Mo.—Designated for hearing application for renewal of license; involves preparation, keeping and reporting of tran. logs. Ann. June 15.

WKBK Keene, N.H.—By letter, denied request for reconsideration of oral argument on commission action of Feb. 3 dismissing application to change frequency from 1220 to 1010 kc. Ann. June 15.

APPLICATIONS

WQDY Calais, Me.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. June 10.

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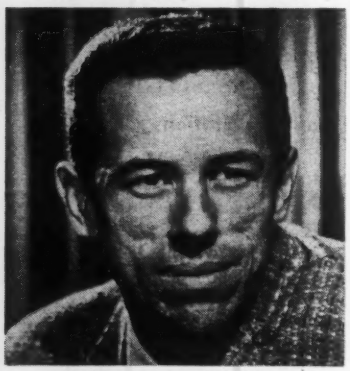

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KANA Anaconda, Mont.—Mod. of license to change hours of operation from unl. to specified hours: 7:00 a.m.—6:05 p.m.—Mon. thru Sun. (1230 kc). Ann. June 8.

KCOW Alliance, Neb.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. June 8.

KASH Eugene, Ore.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. (1600 kc). Ann. June 14.

WDXE Lawrenceburg, Tenn.—Cp to increase power from 1 kw to 5 kw, install DA-D and new trans., make changes in ground system and delete remote control operation of trans. (1370 kc). Ann. June 10.

WCEF Parkersburg, W.Va.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. (1050 kc) Ann. June 9.

CALL LETTERS ASSIGNED

WYAM Bessemer, Ala.—Trans-America Bcstg. Corp. Changed from WEZB.

WEBZ Birmingham, Ala.—WEDR Inc. Changed from WEDR.

KMBO Tucson, Ariz.—Grabet Inc. Radio Enterprises.

KFAX San Francisco, Calif.—Argonaut Bcstg. Co. Changed from KJBS.

KLIV San Jose, Calif.—Cal-Radio Inc. Changed from KSJO.

WORT New Smyrna Beach, Fla.—Radio New Smyrna Inc.

WSAF Sarasota, Fla.—Radio Sarasota Co.

WGHC Clayton, Ga.—Blue Ridge Bcstg. Co.

WRIX Griffin, Ga.—Mrs. Gladys McCommon Johnson.

WCTW New Castle, Ind.—Courier-Times Inc.

WIRV Irvine, Ky.—Irvenna Bcstg. Co.

WCCW Traverse City, Mich.—D. C. Summerford.

WNBC New York, N.Y.—National Bcstg. Co. Changed from WRCA.

WBMT Black Mountain, N.C.—Mountain View Bcstg. Co.

WBAG Burlington, N.C.—Burlington-Graham Bcstg. Co. Changed from WFNS.

WONT Delaware, Ohio—Somerset Bcstg. Co. Changed from WDLE.

KRDP Reedsport, Ore.—Oregon Coast Bcstrs.

WLKW Providence, R.I.—Radio Rhode Island Inc.

WJCW Johnson City, Tenn.—Tri-Cities Bcstg. Inc. Changed from WJHL.

KIZZ El Paso, Tex.—Coronado Bcstrs. Changed from KOYE.

KZZN Littlefield, Tex.—Maples-McAlister Bcstg. Co. Changed from KUCO.

KBRA Navasota, Tex.—Whitten Bcstg. Co.

KONI Spanish Fork, Utah—Pioneer Bcstg. Co.

WODY Bassett, Va.—S.L. Goodman.

KVAN Camas, Wash.—Wm. B. & Cathryn C. Murphy. Changed from KPVA.

KFHA Lakewood Center, Wash.—KFHA Inc. Changed from KAYG.

New Fm Stations

ACTIONS BY FCC

Fort Pierce, Fla.—Indian River Bcstg. Co., granted 95.5 mc, 2.48 kw P.O. address Box 1401, Fort Pierce, Fla. Estimated construction cost $12,193, first year operating cost $4,000, revenue $4,000. Principals include **James L. Howe,** 98.83%, owner of WIRA Fort Pierce. Ann. June 15.

Dayton, Ohio—WAVI Bcstg. Corp. Granted 107.7 mc, 30.7 kw. P.O. address 1428 Cincinnati St., Dayton, Ohio. Estimated construction cost $80,165, first year operating cost $17,000, revenue $20,000. Principals include **Harry K. Crowl, George L. Flanagan Jr., Thomas Sutton,** all 17.24%, and others. Mr. Crowl is in air freight. Mr. Flanagan is in trucking. Mr. Sutton is employe of WPFB Middletown, Ohio. Ann. June 15.

Hamilton, Ohio—Walter L. Follmer, granted 94.9 mc; ERP 3.4 kw. Address: Box 173, Hamilton, Ohio. Applicant is Hamilton contractor, sole owner. Ann. June 15.

Albuquerque, N.M.—KARA Inc. Granted 99.5 mc, 3.382 kw. P.O. address 4011 Menaul Blvd., Albuquerque, N.M. Estimated construction cost $500, first year operating cost $10,000, revenue $12,000 Principals include **John P. Gallagher,** 45.5%, **Nickolas W. White,** 25.5%, and others, owners of KARA Albuquerque. Mr. Gallagher has interests in KPAT Idaho Falls, Idaho; WOOW Greenville, N.C.; KDUB-AM-TV Lubbock; KPAR-TV Sweetwater; KEDY-TV Big Spring, all Texas. Ann. June 15.

Lumberton, N.C.—Robeson Bcstg. Corp., granted 95.7 mc, 6.5 kw unl. P.O. address Maxton Road, Box 393, Lumberton, N.C. Estimated construction cost $4,937, first year operating cost, $5,000, revenue $6,000. Principals include **Jack Pait,** 71.88Z, and others licensees of WTSB Lumberton. Ann. June 15.

APPLICATIONS

Grand Rapids, Mich.—WMAX Inc., 100.5 mc, 7.124 kw. P.O. address 113 Lyon N.W., Grand Rapids, Mich. Estimated construction cost $11,200, first year operating cost $6,500, revenue $2,500. Applicant fm will duplicate some of programming of WMAX Grand Rapids. Ann. June 6.

Las Vegas, Nev.—Southern Nevada Radio-Tv Co., 97.1 mc, 9.56 kw. P.O. address Box 550, Las Vegas, Nev. Estimated construction cost $10,000, first year operating cost $15,000, revenue $15,000. Applicant is **Donald W. Reynolds,** 100% owner. Mr. Reynolds also owns, through various companies, KFSA, KNAC-TV Fort Smith, KBRS Springdale, both Arkansas; KHBC Okmulgee, Okla.; KGNS-TV Laredo, Tex; KOLO-AM-TV Reno and KORK Las Vegas, both Nevada. Ann. June 14.

Ownership Changes

ACTIONS BY FCC

KUFM (FM) El Cajon, Calif.—Granted transfer of control to **Thelma H. Weeks** who will pay **Kenneth C. Forror** $501 for 50.1% interest to increase her holdings to 99.9%. Ann. June 15.

KSYC Yreka, Calif.—Granted (1) renewal of license and (2) assignment of license to **Northern Bcstg. Co.**; consideration $40,908. **Ralph W. Lake,** assignee president, has interest in KSYL Alexandria, La. Ann. June 15.

WGRC Green Cove Springs, Fla.—Granted assignment of license to **Palm Bcstg. Corp.** (**Robert A. Oliver** and **David R. Millan**); consideration $42,000. Ann. June 15.

WSRA Milton, Fla.—Granted transfer of control to **Frederick A. W. Davis** who will purchase 83.84% interest from **James C. Smith III,** for $29,400 and other considerations. Ann. June 15.

WBBN Perry, Ga.—Granted assignment of license to **Howard C. Gilreath,** tr/as **Radio Perry** (90% owner of WCLA Claxton); consideration $57,000. Ann. June 15.

WIRE Indianapolis, Ind.—Granted transfer of control from **Central Newspapers Inc.,** to **WIRE Bcstg. Co.**; consideration $600,000. **Joseph C. Amaturo,** transferee president, has interests in WFTL Fort Lauderdale, Fla., and WESO Southbridge, Mass. Other officers have individual interest in WFTL and WBFM (FM) New York City. Comr. Cross dissented. Ann. June 15.

WMBD-AM-FM-TV Peoria, Ill.—Granted assignment of licenses to **Midwest Television Inc.** (licensee of WCIA-TV Champaign); consideration $1,850,000 plus agreement to pay **Charles C. Caley,** 51% stockholder of assignor, $225,000 over period of 8 years not to compete within stations' service area. Comr. Cross dissented. Ann. June 15.

WNEB Worcester, Mass.—Granted (1) transfer of control and (2) assignment of license to **WNEB Inc.**; consideration $280,000; conditioned to **George W. Steffy,** president of new ownership, severing his connection with RKO General Inc. He is executive vice president of, without financial interest in RKO's Boston stations WNAC-AM-TV and WRKO-FM. Ann. June 15.

KLUU Toledo, Ore.—Granted assignment of cp to **Edward C. McElroy Jr.**; consideration $1,000 to reimburse assignor for engineering costs. Ann. June 15.

WADK Newport, R.I.—Granted assignment of license to **Arnold S. Lerner** and **Myer Feldman,** d/b as **Key Stations** (Feldman is 35% owner of KLAD Klamath Falls, Ore.); consideration $100,000, assignor to discharge certain indebtedness and pay assignor $36,000 over 5-year period not to compete in WDAK service area. Ann. June 15.

WAPL Appleton, Wis.—Granted assignment of license to **John J. Dixon** (has interest in WLBK DeKalb, Ill.); consideration $163,000. June 15.

WTOJ Tomah, Wis.—Granted assignment of cp to Tomah-Mauston Bcstg. Co., consideration $8,233 less any refund on equipment purchased, conditioned that assignee surrender cp for WTMB Tomah.—Ann. June 15.

APPLICATIONS

KTVE (TV) El Dorado, Ark.—Seeks assignment of license from **Arkansas Louisiana Tv Co.** to **Home Bcstg. Co.** for $1,100,000. Purchaser is **William H. Simons,** real estate operator, formerly ⅓ owner of WUST Bethesda, Md.—Ann. June 14.

KOFY San Mateo, Calif.—Seeks assignment of license from **Intercontinental Bcstg. Corp.** to **Intercontinental Radio Inc.,** newly-formed corporation. No financial consideration or change in ownership involved. Ann. June 9.

WFPM Ft. Valley, Ga.—Seeks assignment of license from **Peach Belt Bcstg. Co.** to **Rocket Radio Inc.** for $65,000. Purchasers are **Elizabeth S. Williams, W. C. Woodall Jr.,** and **R. G. Dozier Jr.,** 33⅓% each. Mr. Woodall has interest in WDWD Dawson, WGRA Cairo, WBBK Blakely, all Georgia,

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and WGSW Greenwood, S.C. Mr. Dozier has interest in WGRA Cairo, Ga. Mrs. Williams is in manufacture of agricultural products. Ann. June 14.

KEOK Payette, Idaho—Seeks assignment of license from **Treasure Valley Bcstrs.** to firm of same name for $12,500 plus one-half of accounts payable and accounts receivable for 50% interest in KEOK. Purchasers of 50% interest are **Bill Walker**, owner of furnace cleaning company, and **David L. Lester**, employe of KEOK. Ann. Jan. 13.

WDTM (FM) Detroit, Mich.—Seeks assignment of cp from **Taliesin Bcstg. Co.** to **WDTM Inc.** by reason of merger of Taliesin and **Nemco Bcstg. Co.** and **Munco Bcstg. Co.** Nemco has applied for fm station in Pittsburgh, Pa. Munco has applied for fm station in Milwaukee, Wis. Principals of the new firm are **Mary W. Carpenter**, 50%, **Mr. & Mrs. Merle Hiller**, 25% each. Ann. June 9.

WDAF-AM-FM-TV Kansas City, Mo.—Seeks assignment of license from **National Missouri Tv Inc.** to **Transcontinent Tv Corp.** for $9,750,000. Purchasers are **Edward Petry**, 91%, and others. Applicant is licensee of WROC-TV Rochester, WGR-AM-FM-TV Buffalo, both New York; holds 60% of voting stock of Northeastern Pennsylvania Bcstg. Inc., licensee of WNEP-TV Scranton-Wilkes Barre, Pa.; and 100% of voting stock of Marietta Bcstg. Inc., licensee of KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, both California. Ann. June 2.

WVMI Biloxi, Miss.—Seeks assignment of license from **Radio Assoc. Inc.** to **New South Communications Inc.** for $100,000. Purchasers are **M. F. Kahlmus** and **H. E. Sanders**, 24.5% each, and **F. E. Holladay** and **J. W. Carson**, 25.5% each. Mr. Kahlmus is accountant. Mr. Sanders is in lumber. Messrs. Holladay and Carson have interest in WLSM Louisville; WNSL Laurel and WOKK Meridian, all Mississippi, and WACT Tuscaloosa, Ala. Ann. June 13.

WJJL Niagara Falls, N.Y.—Seeks transfer of control of **Niagara Frontier Bcstg. Corp.** from **James T. Sandonato**, 75%, and **Thomas W. Talbot**, 25%, to **Thomas W. Talbot**, 50.2%, **Edmund R. Morden**, 16.6%, and others, for $120,000. Mr. Talbot has interest in WOHP Bellefontaine, Ohio. Mr. Morden is owner of scenic bus line. Ann. June 9.

WIST Charlotte, N.C.—Seeks assignment of license from **Bcstg. Co. of South** to **Carolina Bcstg. Co.** for $507,500. Applicant purchaser is licensee of WSOC-AM-FM-TV Charlotte, and is wholly-owned subsidiary of Miami Valley Bcstg. Corp., licensee of WHIO-AM-FM-TV Dayton, Ohio. Application requires assignment, transfer or other appropriate disposition of WSOC-AM Charlotte in compliance with rules. Miami Valley Bcstg. is owned by **James M. Cox Jr.**, 31.07%, **Springfield Newspapers Inc.**, 37%, and **Evening News Publishing Co.**, 31.8%. Mr. Cox also operates WSB-AM-TV Atlanta and has 30% interest in WCKT Miami. Ann. June 14.

WBRX Berwick, Pa.—Seeks transfer of control of **Columbia County Bcstrs. Inc.** from **Thompson K. Cassel** and **John S. Booth**, 33⅓% each, to **John S. Booth**, 66⅔%, for $5,000 plus hiring Mr. Cassel as consultant on matters pertaining to WMLP Milton, Pa., for two-year period at $2,000 per year. Ann. June 14.

KQRO Dallas, Tex.—Seeks assignment of cp from **E.F. Weerts** to **Multi-Casting Inc.** for $4,900. Principals are **Mr. Weerts**, 51%, and **A.L. Herzog**, 49%. Sale includes KARO (FM) Houston, Tex. Ann. June 8.

KARO (FM) Houston, Tex.—Seeks assignment of cp from **E.F. Weerts** to **Multi-Casting Inc.** for $4,900. Principals are **Mr. Weerts**, 51%, and **A.L. Herzog**, 49%. Sales include KQRO Dallas, Tex. Ann. June 8.

KBYP Shamrock, Tex.—Seeks assignment of license from **Shamrock Texas Bcstg. Co.** to **Merita Bumpers** for $13,883. Applicant has been 49% owner of station since Aug. 1, 1959. Ann. June 7.

WEER Warrenton, Va.—Seeks transfer of control from **Thomas H.** and **Georgette E. Strothman**, 66.66%, and **Francis I.** and **Beatrice J. Lambert**, 33.33%, to **Mr. & Mrs. Strothman**, 28.66%, **Mr. & Mrs. Lambert**, 33.33%, and **Laurens M. Hamilton**, 38.01%, for $5,7000 and option to buy remainng stock held by M. & Mrs. Strothman. Mr. Hamilton is retired. Ann. May 21.

WTOJ Tomah, Wis.—Seeks assignment of cp from **Jack L. Goodsitt** to **Tomah-Mautson Bcstg. Co.** for $8,233. Purchasers are **Hugh W. Dickie** and **Thomas W. Price**, equal partners, owners of WTMB Tomah, Wis., with which assigned facilities will be used. Ann. May 18.

Hearing Cases

FINAL DECISIONS

■ By order, commission granted motion by Island Teleradio Service Inc., to withdraw its petition to enlarge issues, made effective immediately April 28 initial decision, and granted its application for new tv station to operate on ch. 10 in Charlotte Amalie, St. Thomas, Virgin Islands. Ann. June 15.

■ By order, commission made effective immediately May 3 initial decision and granted application of Radio Hanover Inc., for new class B fm station to operate on 98.5 mc; ERP 7.2 kw; ant. height 730 ft., in York-Hanover, Pa. Ann. June 15.

■ By order, commission made effective immediately May 2 initial decision and denied for default application of Dawkins Espy for new class B fm station to operate on 92.7 mc in Glendale, Calif. Ann. June 15.

INITIAL DECISIONS

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of Modern Bcstg. Co. of Baton Rouge Inc., for new tv station to operate on ch. 9 in Baton Rouge, La., and dismissing without prejudice competing application of Community Bcstg. Co. Ann. June 13.

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting applications of Charles J. Lanphier for new am station to operate on 1570 kc, 500 w, D, in Golden Valley, Minn., and Eider C. Stangland for new station on 1550 kc, 500 w, D, in Shelton, Iowa, and denying application of Minnesota Radio Co. for new station on 1550 kc, 10 kw, D, in Hopkins-Edina, Minn. Ann. June 9.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of International Good Music Inc., for new class B fm station to operate on 103.7 mc in San Diego, Calif. Ann. June 9.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Jacob Wilson Henock for new class B fm station to operate on 98.7 mc in Detroit, Mich. Ann. June 9.

■ Hearing Examiners James D. Cunningham and Herbert Sharfman issued initial decision looking toward granting application of Concord Kannapolis Bcstg. Co. for new class B fm station to operate on 97.9 mc in Concord, N.C.; engineering condition. Ann. June 9.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition by Wilton E. Hall (WAIM-TV ch. 40) Anderson, S.C., and Greenville Tv Co. (WGVL ch. 23) Greenville, for review of examiner's denial of their request for issuance of certain subpoenas *duces tecum* in proceeding on application of Spartan Radiocasting Co. for mod. of cp of station WSPA-TV (ch. 7) Spartanburg, S.C. Comr. Cross not participating. Ann. June 15.

■ By memorandum opinion and order, commission denied petitions by Manchester Bcstg. Co., WINF Manchester, Conn., and Rhode Island-Connecticut Radio Corp., WERI Westerly, R. I., for reconsideration of commission's Feb. 10 denial of requests by six stations to consolidate their applications for increased power in hearing involving 59 other applications for power increases. Ann. June 15.

■ By memorandum opinion and order, designated for evidentiary hearing matter of assignment of call letters WEAS to College Park Bcstg. Co., College Park, Ga., on March 3, and made protestant WEAS Inc., licensee of WGUN Decatur, party to proceeding. Ann. June 15.

■ Commission on June 15 directed preparation of document looking toward denying petition by Historyland Radio, Fredericksburg, Va., for reconsideration of Jan. 27 decision which granted application of Star Bcstg. Corp. for new am station to operate on 1350 kc, 500 w, D, in Fredericksburg and denied similar application of Historyland. Ann. June 15.

■ By notice of inquiry, commission invites comments by Sept. 30 to questions raised by petition of Kahn Research Laboratories Inc., Freeport, N.Y. for rulemaking looking toward permitting am broadcast stations to operate with single sideband modulation of their main carriers. Kahn "compatible single sideband system" (known as "CSSB") claims it would better reception, with less interference, by existing receivers without modification. Commission has in past authorized broadcast stations to test this technique.

Commission seeks answers to specific questions concerning need and desirability for proposed rulemaking, and limitations and parameters which might be necessary if proposal were to be adopted. Besides technical considerations, commission wants to know what burdens would be placed on existing receivers relative to tuning (set owners would have to tune in on sideband rather than main carrier), bandwidth, quality, etc. Ann. June 15.

■ By memorandum opinion and order, commission granted petition for reconsideration by B. J. Hart to extent of accepting *nunc pro tunc* and giving file number as of March 25 to his original application for new am station to operate on 940 kc, 500 w, D, in Aurora, Mo. Ann. June 15.

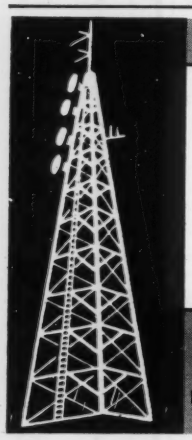
■ By order, commission amended Sec. 4.402 of rules to reflect frequency band 160.86-161.40 mc assignable to remote pickup broadcast stations Puerto Rico and Virgin Islands, in conformity with Sec. 2.104 of table of frequency allocations. Ann. June 15.

■ By memorandum opinion and order, commission dismissed motion by Telegraph Herald (KDTH) Dubuque, Iowa, to dismiss its protest and petition for reconsideration of April 22, 1959 grant of application of Laird Bcstg. Co., for new am station (KHAK) to operate on 1360 kc, 1 kw, D, in Cedar Rapids, Iowa, without prejudice to filing of new petition setting forth factual detail concerning arrangements under which their differences were resolved. (Effective date of Laird grant was postponed on June 17, 1959 pending hearing based on KDTH protest.) Ann. June 15.

■ By memorandum opinion and order, commission, on petition by Booth Bcstg. Co., severed from consolidated hearing and retained in separate hearing its application to increase power of station WTOD Toledo, Ohio, from 1 kw to 5 kw, with DA, continuing operation on 1560 kc, D to resolve issues pertaining to it; also servered respondent WTNS Coshocton, Ohio, and made it party to WTOD proceeding. Ann. June 15.

■ By memorandum opinion and order, commission accepted late filing by Mount Wilson FM Bcstrs. Inc. (fm station KBCA) Los Angeles, Calif., granted joint petition by it and Freddot Ltd. (fm station KITT) San Diego, vacated hearing order and granted applications of KBCA to increase power from 6 kw to 18 kw and decrease ant. height from 2900 ft. to 2898.9 ft., on 105.1 mc and KITT to increase power from 56 kw to 59.5 kw, ant. height from 180 ft. to 2,065 ft., and change trans. site, on 105.3 mc. Ann. June 15.

■ By memorandum opinion and order, commission denied motion by Zephyr Bcstg. Corp., Zephyrhills, Fla., for deletion of hearing issues and leave to file affidavits, in lieu of hearing before examiner, to prove arrangements between Zephyr and Frank A. Taylor relating to dismissal of Mr. Taylor's application for new am station in Haines City, Fla. Zephyr application for new station is in consolidated proceeding with application of Myron A. Reck (WTRR) Sanford Fla. Ann. June 15.



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Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by Tv Corp. of Michigan Inc. (WILX-TV) Onondaga, Mich., to extent that time for filing exceptions to initial decision is extended to June 20 in proceeding on application of WOOD Bcstg. Inc. (WOOD-TV), Grand Rapids, Mich. Action June 8.

■ Granted joint petition by Walter L. Follmer, Hamilton, Ohio, and Interstate Bcstg. Co. (WQXR) New York, N.Y., and extended to June 20 time to respond to Broadcast Bureau's opposition to joint petition for reconsideration and grant and motion to dismiss and/or opposition to conditional petition for leave to amend in proceeding on their am applications, et al. Action June 8.

■ Granted joint petition by applicants Catskills Bcstg. Co., Ellenville Bcstg. Co., and Ulster County Bcstg. Co., Ellenville, N.Y. and extended to June 23 time to respond to Broadcast Bureau's petition to set aside initial decision and to consolidate applications in hearing in proceeding on their am applications. Action June 8.

■ Granted petition by Suburban Bcstg. Co. (WVIP) Mount Kisco, N.Y., and extended to June 21 time to file exceptions to initial decision in proceeding on its am application. Action June 13.

■ Granted petition by KLIX Corp. (KLIX-TV) Twin Falls, Idaho, and extended to June 7 time to reply to petition for reconsideration by Idaho Microwave Inc. in proceeding on Idaho's applications for cps for new fixed radio stations at Kimport Peak, Rock Creek and Jerome, all Idaho. Action June 13.

■ Granted petition by M-L Radio Inc. (KMLW) Marlin, Tex., and extended to June 30 time to respond to petition for reconsideration and grant without hearing, or modification of issues by Taft Bcstg. Co., Houston, Tex., in proceeding on their am applications. Action June 10.

By Hearing Examiner J.D. Bond

■ Granted requests by E. Anthony & Sons Inc., New Bedford, Mass. and scheduled further prehearing conference for 2:00 p.m., June 23 in New Bedford, Mass., tv ch. 6 proceeding. Action June 9.

■ Granted motion by Edwin R. Fischer and extended certain procedural dates in proceeding on applications of Fischer and Shenandoah Life Stations Inc. (WSLS) for am facilities in Winchester and Roanoke, both Virginia, respectively; hearing continued from July 12 to Sept. 8. Action June 13.

■ Pursuant to agreements of all participants, scheduled certain procedural dates in proceeding on am application of Northeast Radio Inc. (WCAP) Lowell, Mass.; hearing scheduled for July 25. Action June 13.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at May 26 prehearing conference, continued hearing from June 13 to July 20 in proceeding on am applications of Brandywine Bcstg. Corp., Media, Pa., et al. Action June 8.

■ Pursuant to agreements reached at June 3 prehearing conference continued hearing from July 7 to date to be announced after the July 19 hearing conference in proceeding on am applications of Alexandria Bcstg. Corp. (KXRA) Alexandria, Minn., et al. Action June 8.

■ Granted motion by Kansas Bcstrs. Inc. and continued further hearing from June 15 to June 27 in proceeding on its application and that of Salina Radio Inc., for new am stations in Salina, Kans. Action June 10.

By Hearing Examiner James D. Cunningham

■ Upon consent of all parties, advanced hearing from July 13 to July 6 in proceeding on fm application of Kenneth F. Warren, Monterey, Calif. Action June 10.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Independent Bcstg. Co. (KTTS) Springfield, Mo., for leave to amend and remove from hearing its am application. Action June 13.

By Hearing Examiner Charles J. Frederick

■ On own motion, scheduled further hearing for June 15 in group 7 in consolidated proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al. Action June 10.

■ Granted motion by LaSalle County Bcstg. Corp., La Salle, Ill. and scheduled further hearing in group 2 for June 16; hearing shall not be restricted to offering into evidence engineering testimony, but shall be concerned with any matter which may pertain to parties in or linked to group 2; application in consolidated proceeding on am application of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va. Action June 9.

■ Granted petition by Rodney F. Johnson (KWJJ) Portland, Ore., for leave to file amendment to his am application; engineering amendment accepted hearing cancelled and application as amended returned to processing line. Action June 13.

By Hearing Examiner Walter W. Guenther

■ By order formalized certain agreements reached at June 7 prehearing conference in proceeding on am applications of Voice of New South Inc. (WNSL) Laurel, and Mid-America Bcstg. Co., (WGVM) Greenville, both Mississippi; hearing scheduled for July 8 continued to Sept. 13. Action June 14.

By Hearing Examiner Isadore A. Honig

■ Pursuant to agreements by counsel for all parties at June 2 further prehearing conference scheduled certain procedural steps in proceeding on am application of Sunbury Bcstg. Corp. (WKOK) Sunbury, Pa.; scheduled hearing for July 20. Action June 9.

■ Granted motion by Brockway Co. (WMSA) Massena, N.Y., for continuance of certain procedural dates heretofore scheduled, including hearing scheduled for July 14, pending commission action on applicants' joint request for reconsideration and grants in proceeding on am applications of WSMA et al. Action June 13.

By Hearing Examiner Annie Neal Huntting

■ Scheduled prehearing conference for July 13 in proceeding on am applications of Macon Bcstg. Co. (WNEX) Macon, Ga., et al. Action June 8.

■ Pursuant to agreements of parties of June 9 prehearing conference, advanced hearing scheduled for July 8 to 9:00 a.m. same day (July 8) in proceeding on am applications of Radio Station WESB and Canandaigua Bcstg. Co. both Canandaigua, N.Y. Action June 9.

■ Upon agreement of parties, scheduled hearing for 9:15 a.m., June 28, in proceeding on am application of United Bcstg. Co., Beverly, Mass. Action June 10.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Medford Telecasting Corp., Medford, Ore. for leave to amend its application to change certain figures regarding percentages and number of hours in program material in Medford, Ore., tv ch. 10 proceeding. Action June 9.

■ Granted petition by Frank James and reopened record in proceeding on his application for new fm station in Redwood City, Calif.; further hearing scheduled for June 20 at 4:00 p.m. Action June 9.

By Hearing Examiner David I. Kraushaar

■ Scheduled further prehearing conference on Oct. 11 after exchange of exhibits in final form and continued hearing to Oct. 18 in proceeding on am applications of Booth Bcstg. Co. (WIOU) Kokomo, Ind., et al. Action June 9.

By Hearing Examiner Jay A. Kyle

■ Pursuant to June 13 hearing, scheduled further hearing for 3:00 p.m., June 15, on order to Douglas H. McDonald, trustee, permittee of WTVW (ch. 7) Evansville, Ind., to show cause why authorization for station WTVW Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action June 13.

■ Pursuant to June 9 prehearing conference, rescheduled hearing from July 7 to 9:00 a.m., July 26 in proceeding on am application of Ionia Bcstg. Co. (WION), Ionia, Mich. Action June 9.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Broadcast Bureau and scheduled further prehearing conference for 1:00 p.m., June 21, in proceeding on fm applications of Independent Bcstg. Co., Darien, Conn., and High Fidelity Music Co., Port Jefferson, N.Y.; on own motion, continued June 20 hearing to date to be subsequently determined at further prehearing conference. Action June 13.

Continued on page 131

AUTOMATIC CONTINUOUS PROGRAMMING
COLLINS AUTOMATIC TAPE CONTROL

A press of a button is all it takes for complete and continuous programming with the Collins Automatic Tape Control. Tape recorded spots, announcements or programs are on the air, on cue, every time. No more threading, cueing or rewinding. Each modular rack holds 120 tape cartridges individually labeled, completely accessible. Cartridges for programming in segments from 40 seconds to 31 minutes. Contact your Collins representative for complete information.

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- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Station manager for Texas kilowatt, immediate opening. Sales, announcing experience required. Must assume responsibility. Salary $5,400.00 plus bonus based on gross. Interview required. Box 903A, BROADCASTING.

Suburban-Chicago fm. Needs aggressive sales-minded manager. Take full charge. Salary plus percentage. No competition. Tremendously growing market. Write: George W. Sullivan, 111 West Washington, Chicago 2, Illinois.

Sales

Opportunity for sales manager with $30,000 to invest in ownership. Medium market—Colorado. Box 547A, BROADCASTING.

Experienced, mature salesman needed by leading east Texas metropolitan station. Should know all phases of station operation, including how to tape spots, and must have ambition to make nine to twelve thousand a year. We have a bountiful market and excellent working conditions. Box 786A, BROADCASTING.

Permanent career in radio sales at prestige adult appeal station for solid, creative salesman with experience, initiative and desire to make money. Southern coastal medium market; well rounded economy. Account list with excellent potential. Write Box 812A, BROADCASTING.

Salesman for S.C. station in good market must be hustler interested in eventual management opportunity. $100.00 weekly plus incentive bonus. Furnish detailed information as to experience, age, education and photo. Box 909A, BROADCASTING.

Experienced time salesman. $100 per week draw against 15 percent and car allowance. Send full details to Jim Hairgrove, KBRZ, Freeport, Texas.

California—$450.00 monthly guarantee plus commission and automobile allowance. Live on world-famous Monterey Peninsula and earn top income. Only experienced salesmen reply. Send resume and photo to KMBY "Big Show Radio", Cannery Row, Monterey, California.

Top radio time sales position available now. Address photo and full details to: KAP'N KWIZ, Radio KWIZ . . . where the action is! Santa Ana, California.

Salesman—unusual opportunity. Expanding, young, aggressive organization. Bill Warren, WHLT, Huntington, Indiana.

Salesman. Biggest sales opportunity in Washington, D.C. Become a gelt machine. Join our other two live-wire happy salesmen on 10,000 watt, WPGC, Washington 19, D.C.

WOW—There's money to be made in the WOWland area for the right salesman. If you want in and can sell . . . contact the fastest growing station in the nation. WWOW, Conneaut, Ohio.

Announcers

Solid air salesman with first phone for aggressive, smooth sounding station in beautiful California medium size city. Ideal climate. Our business: To serve, to service, to sell. Complete market and employment information in response to your resume, reference and 7½ rpm tape. Box 409A, BROADCASTING.

Young aggressive announcer-program director, needed at fast growing adult programmed fulltime am and fm station located in major Michigan market. Send photo, tape, and complete resume to Box 755A, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Two experienced negro deejays for large eastern metro station. One must be top personality, the other a summer replacement staffer. Excellent pay. Rush tape, resume and photo. Box 723A, BROADCASTING.

Top station in a smaller northeast metro market needs a good combo man for evening shift. Fine community and excellent living and working conditions. Want stable man good on dj and news. Salary open. Send resume to Box 799A, BROADCASTING.

Experienced mature announcer for sales and all other duties, single station market. First class ticket not required. $400.00. Give full details experience. Box 802A, BROADCASTING.

Live wire dj ready for program director. Interested in bright, fast radio and tv combination. Box 807A, BROADCASTING.

One of Montana's leading stations needs an experienced announcer with first phone. Solid adult operation. High caliber man will be paid accordingly. Box 823A, BROADCASTING.

Immediate opening for experienced morning man in small community station in northeast North Carolina. Excellent future with multi-station family group including possible managerial advancement. Must have good references. Rush tape and complete details. Box 866A, BROADCASTING.

Progressive, production-minded station, central Ohio, desires announcer with first phone. Salary commensurate with ability; fringe benefits. State qualifications, salary requirements. Box 881A, BROADCASTING.

Announcer—with 1st class ticket. Top job, start at once. Box 883A, BROADCASTING.

Announcer-salesman for established western Pennsylvania station. Must have proven ability. Format operation. $100 per week, up. Box 902A, BROADCASTING.

Announcer-chief engineer for 1 kw small town daytimer . . . Good engineering job and fair announcing required. $100.00 weekly plus free hospital insurance for man and family. Send complete details in reply. Box 908A, BROADCASTING.

Need capable experienced announcer with first ticket, sufficient technical knowledge for emergency repairs. No maintenance required, only emergency repairs. Excellent salary in top rated station in large western Pennsylvania market. This is permanent position in growing organization with good opportunities for promotion, unexcelled opportunity for good experienced announcer with first class ticket. Send tape and resume. Box 913A, BROADCASTING.

Announcer-engineer, competent engineer, first class ticket, strong on news delivery. Send tape, news delivery, credit reference, and salary requirements. This is Minnesota twin city suburban radio. Write to Box 915A, BROADCASTING.

KBUD, Athens, Texas seeking experienced staff announcer.

Announcer with experience wanted for station operating for adults. Our staff interested in station development. Man we want must be of same philosophy. Ability to handle sports would be beneficial. Send data, snapshot, salary required and tape, to Mason Dixon, General Manager, KFTM, Fort Morgan, Colorado.

Announcer-salesman. New station on air, Phillipsburg, Kansas. Send tape, picture, resume. Guy Christian, General Manager, KKAN.

Help Wanted—(Cont'd)

Announcers

Immediate opening for mature combo-man for conservative 1 kw daytimer. No top forty, r&r, or gimmicks must have right attitude and ability. $75 for 48 hour week to start. With automatic raises. Call or write Marcie Fitch, KGLN, Box C, Glenwood Springs, Colorado, Whitney 5-6501.

Announcer, play-by-play, salesmanager . . . what can you do? Need experienced, mature "number two" man. Excellent opportunity for dependable family man wanting small-town life. Send complete application — tape, photo, work references — KRLN, Canon City, Colo.

Central Florida daytimer will have September openings for two competent staff announcers. Send tape and other data to Station Manager, WCPA, Clearfield, Pennsylvania.

Dj-production man wth ideas and experience. Send tape with letter including background, experience, picture, complete details. TV ability desirable. CBS. Number one radio and tv. Carl Hallberg, WDBO Radio, Orlando, Florida.

1 kw daytimer with Schafer automation needs experienced announcer. Send tape, resume, salary to Harold Graves, WDOS, Oneonta, N.Y.

5,000 watt station in N.E. New York state needs good announcer. Tape, resume and minimum salary to WEAV, Plattsburgh, N.Y.

Immediate opening for an announcer with sales or news experience. Salary open. Please call or write Bill Poole, WFLS, Essex 3-5000, Fredericksburg, Virginia.

Central Pennsylvania daytimer will have an August 7 opening for a competent staff announcer. Send tape and other data to Station Manager, WCPA, Clearfield, Pennsylvania.

Announcer-salesman. Inexperienced with potential considered. Mail tape, resume. WIFI, Box 3022, Philadelphia 50.

Announcer, with 1st phone, maintenance with some engineering, board shift. Send resume, photo, audition tape, salary requirements to WJUD, St. Johns, Michigan.

Women—Opportunity to earn extra money by recording for good local accounts. Send audition. Box 10513, Tampa 9, Florida.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential, Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? New York School of Announcing, 160 West 73rd Street, NYC, SU 7-6938.

California calling. If you are a versatile announcer with first phone who wants to work in stable operation in a lovely town of 45,000 that features network and local news plus good listenable music, then let's exchange information. You tell us all about yourself with complete resume of experience, references and send tape cut at 7½ rpm with commercials, short news, music intro and ad lib. We will answer promptly with information on the most beautiful area of California, plus our salary, fringe benefits and major medical plan, send to Foy Willing, P.O. Box 1651, Salinas, California.

Help Wanted—(Cont'd)

Technical

1 kw daytimer NYS needs chief. Schafer automation, Gates transmitter and remote. Box 718A, BROADCASTING.

Wanted, engineer, first license western Pennsylvania. Experience not required. Address Box 833A, BROADCASTING.

Engineer for Washington, D.C. area station. Some experience required. Box 854A, BROADCASTING.

Southern California. Engineer - announcer wanted. First class ticket essential. Near Los Angeles. Box 871A, BROADCASTING.

Engineer with 1st class ticket and announcing experience or potential. Immediate opening. Box 884A, BROADCASTING.

S.E. Virginia 1,000 watt station needs reliable engineer-announcer. Engineering ability first consideration. Detailed resume and tape requested in first letter. Reply Box 918A, BROADCASTING.

Successful 5 kw daytimer, remote control, needs reliable experienced chief engineer-announcer. Must be good on maintenance, announcing, and have good references and credit. Prefer family man, looking for permanency and willing to live in small town in great plains region. Good equipment, plant, and easy schedule. Top wages in area. Send tape, resume, references and picture to Box 921A, BROADCASTING.

Wanted, chief engineer with experience NYS. Good pay. Box 922A, BROADCASTING.

California daytimer needs top chief engineer, who is also good announcer. Immediate opening. No. 1 station in five-station city. Send full details and tape. Box 925A, BROADCASTING.

Immediate opening first phone 5 kw directional transmitter and control board operation, no announcing. Good salary, 5 day week, fringe benefits. Permanent position for right man. Contact Warren C. Chase, WDEV, Waterbury, Vt., Cherry 4-7378.

We are expanding at WHLF, South Boston, Virginia. Want chief engineer to do small amount of announcing with good salary. Present chief buying in and managing another station I control. Also need good man to manage and sell for new fm station going in here during daytime, will be in competition with am station. Good opportunity for progressive man. Telephone 2-9988 or write John L. Coe, Jr., Owner and Manager.

Wanted: Chief radio engineer. Brand new equipment. 1 kw, am. 50 kw fm. Excellent working conditions and benefits. Write experience and background to Claude Schoch, **Vice President, WMIX, Mt. Vernon, Illinois.**

Number one station in Wheeling-Steubenville seeking chief engineer, must be technically capable for transmitter and studio maintenance. Salary open. Phone collect Cedar 2-2250 . . . Mr. Dougherty or Mr. Dickey. Wheeling, W.Va.

Production-Programming, Others

Where can we find continuity writer with first phone. **Outstanding opportunity with solid northwest station. Join an established** operation at **good pay with unlimited opportunity.** Box **824A, BROADCASTING.**

Wanted—Experienced, creative program manager to administer tight program policies he will help formulate. Must also assume responsibility for program quality control, operations and promotion, and work two hours daily on the air. Tape, photo, full resume and salary requirements in first letter to Manager, WCSH Radio, Portland, Maine.

Top sales and production personnel. KASE, Austin, Texas.

Do you want to live in northern California or southern Oregon **and work** in radio or tv? Write Don Telford, **Box 1021, Eureka,** California.

RADIO

Situations Wanted—Management

Qualified pd, ce, dj wants advancement to management. Minimum $150. Box 716A, BROADCASTING.

Manager/sales manager: Can offer successful sales and management record from present position. Background of industry experience and highly regarded reputation. Trying to uncover greater earning and opportunity potential. Confidential. Box 862A, BROADCASTING.

Responsible broadcaster interested in leasing or managing on percentage basis west coast small market station. Box 874A, BROADCASTING.

Director—Sales, program, operations manager. Successfully serving this capacity number one station large west coast market. Instrumental in success present operation. Inspection confirms. Desire directorship top market station. My sales, program formula makes number one sales audience. 34, family. Want permanency, solid ownership. Associating top people. Best industry references. Success best. Proof performance. Have this. Box 878A, BROADCASTING.

Outstanding twenty year record in sales, general operations and management. Available immediately. Box 879A, BROADCASTING.

Management team available. 36 years combined management and all departments. Versatile. Operate small staff. Outstanding sales and programming. College background. First phone. Presently employed. Interested position with profit potential—preferably mid-Atlantic states. Box 889A, BROADCASTING.

Manager/sales manager for small or medium market. 15 years solid radio experience. Thoroughly grounded all phases. Heavy on local and regional direct selling. Highest industry references. Box 896A, BROADCASTING.

Management-sales manager twelve years experience in all phases of radio. Two years network staff experience, three years country dj experience. Worked independent stations from sports announcer to chief announcer, sales manager, and station manager. Proven record in sales and management. Guarantee to make your station go. Prefer south east, or south west. College degree. Highly adaptable. Hard worker. Thirty four years old. Family man. Prefer part ownership of station. Available for interview after July first. On vacation in west until that date. Send inquiries to: Thurston Springer, 761 Virginia Ave., Gallatin, Tenn.

Sales

Manager-salesmanager experienced in national, regional, local sales. Excellent record. Box 575A, BROADCASTING.

Salesman, two years radio experience, 29, single, journalism graduate, midwest. Box 869A, BROADCASTING.

Top-notch sales executive! Presently top salesman, four station midwest market. Seven years radio! Announcing-production-sales. Will move for greater opportunity and advancement. Love radio! Want to work with those who feel likewise . . . not "clock punchers." Married, 26, college. Finest industry references. Box 877A, BROADCASTING.

Announcers

Multi-talented combination man seeks multi-faceted position in multi-station eastern market. Box 737A, BROADCASTING.

Top news and sports man, deejay too. College degree in radio and television. Six years experience. First phone. Prefer west. Box 848A, BROADCASTING.

Morning man-pd, presently programming "middle of road" (variety) format, successfully in 40,000 to 50,000 competitive market. Would like opportunity to use talents to make more money in a larger market. Aggressive, married, age 29, want a home. References. Present management aware of this ad. Box 864A, BROADCASTING.

Announcer, experienced, fast paced music and news, lite copy, write news. Box 865A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

28, married, dependable, 2 years experience, can operate own board. Graduate of radio school, and have college BA degree. Would like to work into management. Would desire adult music station. Have low resonant voice. Strong on news and commercials. Box 868A, BROADCASTING.

Draft free twins, age 25. 9 months experience. Position on same station essential. No d——— top 40's. No affiliated stations. Prefer deep south. Prefer manager with some radio experience. Box 870A, BROADCASTING.

Topnotch newscaster. Presently news director leading southern CBS station desires change. Winner three news awards past year, plus special citation from defense department. Can also double as personality dj. 36, married. Box 880A, BROADCASTING.

Attention California: Top announcer, experienced all phases plus sports. I will audition in person for you July 5-12. Box 887A, BROADCASTING.

Young man, broadcasting school grad, desires staff position. No experience but eagerly anticipating same. Tape, resume and photo on request. Box 890A, BROADCASTING.

Storz experience fast paced, happy sounding deejay wants to hook on with good top forty operation that knows what it's doing. Box 891A, BROADCASTING.

Happy swinging — not screaming — adult morning show. Start your broadcast day on top. Present employer does for only $125. Box 894A, BROADCASTING.

Announcer wants job. Will travel anywhere. Some experience. Available now. Box 895A, BROADCASTING.

Young, experienced announcer with quality voice desires position as dj. Newport News, Virginia. LY 6-5909. Box 897A, BROADCASTING.

Want a guy who is quite dandy? With a mike he's very handy. If you would like to hear his voice, make this box your only choice. Box 898A, BROADCASTING.

Combo man, strong all phases, looking for bigger market. Florida. Box 899A, BROADCASTING.

Top-flight announcer with quality voice—very light experience—but professional sound. Box 900A, BROADCASTING.

Announcer: Help, I'm hungry! News, music sales, staff. Broadcasting school, college, private training. Will travel, single, veteran. Box 901A, BROADCASTING.

One of the best. . . . $125 per week delivers services of good announcer and program director. Eminently qualified. References. Presently employed. Let's communicate. I prefer Ohio, Penna., Indiana area. Box 906A, BROADCASTING.

Announcer, salesman, seeks east coast position, 3½ years experience. Box 911A, BROADCASTING.

Versatile negro deejay, newsman, copywriter, consider reasonable offer, fifty miles radius metropolitan area, have program on top station, operate board. Box 914A, BROADCASTING.

Midwesterner, thirty-one, married. Six years experience, versatile, excellent voice. Seeking midwest or eastern radio or radio-tv. No "top-forty"—I'm formula weary. Box 916A, BROADCASTING.

Newsman: Top flight, major market, best references. Stylish or straight writer. Objectively interpretive announcer. Excellent reporter. Intelligent interviewer. Good researcher Box 917A, BROADCASTING.

"Mad dad from Baghdad", dj. Extra-ordinary needs position. Unique, original. Wears cloak, turban, eat up record hops. Pics, tapes available. Box 924A, BROADCASTING.

Good, versatile announcer. Production-wise. Available immediately. $125.00. Telephone Tweed 1-3837, Cincinnati, Ohio.

Situations Wanted—(Cont'd)

Announcers

Announcer, first phone, 2½ years commercial experience, including part-time sales, all with good music-NBC-affiliate. Vet, family man, reliable, steady. Top references. Resume, tape on request. Write Bill Halbert, Box 462, Havre, Montana.

Young Negro announcer, professionally trained. Seeking chance to show what I can do. Have car, will travel anywhere. Bob Lee, 6028 S. Drexel, Chicago 37.

Negro announcer, dj. Producer, network experience, 20 years. References, age 36. All music. Mannie Mauldin, 360 East 55th St., Oakland 4-8300, Chicago 15, Illinois.

Available immediately, experienced announcer. Tape available, references. Ron Mendler, WMIK, Middlesboro, Ky., phone 980.

Experienced sales and announcing, strong on news, commercials, dj. John Merki, 1008 Minnesota, Gladstone, Michigan.

Announcer: Experienced. Good voice. Available now. Will go anywhere. Don Neer, Brookfield, Mo. Ph. 6020-M-4.

Young broadcasting school graduate looking for start in radio. Some college, 3rd phone. Can do play-by-play of baseball, football, basketball, hockey. Will go anywhere in country for promising opportunity. Paul Osit, 50 Fleetwood Ave., Mt. Vernon, N.Y., OW 9-3554.

Job on radio and/or television news staff. Am 31, 1960 graduate, journalism, Nebraska University. Experience, 2½ years reporting, broadcasting on campus station. Will go east, west, south. George Raymer, Butte, Nebraska.

No. 1 c&w disc jockey and salesman. East coast preferred. Send mail to Henry Tuck, % N.B. Williams, Route 4, Rudsville, N.C.

Technical

Competent chief available. Experienced to 10 kw directional. Southwest metropolitan market. $120. Salary minimum. Box 815A, BROADCASTING.

First class engineer and salesman. 11 years experience. Prefer Arkansas, Louisiana, Texas. Available immediately. Write Box 834A, BROADCASTING.

1st class F.C.C. phone license. Married, one year experience. Florida area preferred. Will work anywhere. Box 861A, BROADCASTING.

Engineer, 1st phone, 8 months experience. Box 885A, BROADCASTING.

Chief or engineer, first class license, twelve years experience, some announcing. Without car. Room 217, Marian Hotel, Palatka, Florida.

First phone, BS in mathematics, limited experience in announcing. Bill Aronson, Route #1, Chillicothe, Missouri.

Engineer, first phone, eight years broadcasting experience. Directionals, proof of performance. Reliable operator. Christian Frederick Klett, 123 East Lincoln Highway, Coatesville, Pennsylvania.

Far-east broadcast, radiotelegraph, 2-way, operation or maintenance position. Age 29. First phone, second radiotelegraph. Strohmeyer, Box 2131, Kansas City, Kansas.

Engineer-First phone. Recent graduate of 30 week radio-tv technician school. Need opportunity to learn and advance at a permanent position. Age 31, single, sober and reliable. James E. Werk, 225 E. Coler St., Jackson, Michigan. State 2-9897.

Production-Programming, Others

Wanted . . . relief from big city rush. Presently program director of metropolitan power station desire smaller market position of responsibility. 16 years experience. Box 797A, BROADCASTING.

One of the best young news directors in the medium market will be available August 1. Top-notch play-by-play and sports. Prefers south or midwest, but will consider anyplace. $500 a month. Box 853A, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Girl Friday desires position in Arizona. Experienced radio-tv copywriter, radio traffic. Northwest School graduate. References. Box 867A, BROADCASTING.

Program director . . . for the past two years in one of the top thirty markets in the country, seeking advancement. Have reached limit in present station, am looking for an operation with more potential and brighter horizons . . . presently doing air shift and public relations in conjunction with programming. Box 886A, BROADCASTING.

Managers—owners! Want billing—ratings—prestige—adult audience? I have ideas! Also have 12 years experience. PD, dj, sportscaster, newsman. Married, family, anxious to work. Box 904A, BROADCASTING.

PD-announcer, 4 years experience. Vet, married. Bright, happy sound. Ability in pd, news, copy, sales, production. Desire medium market. Good working conditions. Box 910A, BROADCASTING.

Program director . . . Old enough to know, young enough to go. Eight years experience. Currently employed with top station in major market. Know top 40 forwards and backwards. Strong production spots a specialty. Available August 1. Box 919A, BROADCASTING.

Pd, nine years all phases radio. Would like new station challenge. Married, family. Box 923A, BROADCASTING.

PD nine years radio, wishes to relocate. Would like pd-sales. Married, family. Gene Books, Hortonville, Wisconsin. SPruce 9-6656.

Production—announcer—college grad., B.S. radio-tv, southwest preferred, married, young and willing to prove ability if given chance, resume and photo on request. C.D., 5842 Kenilwood, Houston 33, Texas.

Qualified and experienced radio-tv man (12 years) wishes to return to field as program director, music librarian, sports director, or administrative assistant. Family, 36. Good education. Willing to learn. Write Paul, 313 East Cypress, Anaheim, California.

TELEVISION

Help Wanted—Sales

Aggressive salesman for local sales. The future is here if you have the ability. Experience in radio or tv necessary. Must have car. Good earnings at the start with unlimited potential. Family man preferred. Station is tops in the area. Full CBS, ABC schedule. All the advantages of raising a family in a small, friendly community. Send complete resume, references and photo. Jack Gilbert, KHOL-TV, Kearney, Nebraska.

Wanted, account executive mid-Florida. Require experienced television sales or media experience. Prefer married man looking for good future. Please supply photo and complete data with first letter. Address inquiries to Sales Manager, WLOF-TV, 639 West Central Avenue, Orlando.

Technical

Full power Florida vhf seeks first phone transmitter engineer immediately. Good pay, pension, insurance benefits. Box 705A, BROADCASTING.

Wanted: Chief engineer for am-fm-tv station. Rocky Mountain, west. Full power network tv. Must be top man. Send complete resume, references, salary required. Our employes know of this ad. Box 753A, BROADCASTING.

Florida vhf has opening for first class licensed man. Prefer recent graduate of tech school, will consider man with radio experience. Box 873A, BROADCASTING.

Do you have TT25BL experience? Do you have supervisory capabilities? If so, write Box 892A, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Studio and transmitter engineers. Send complete resume, references and recent snapshot first letter. Lad F. Hlavaty, Chief Engineer, KCRG AM-TV, Cedar Rapids, Iowa.

Full power vhf. Station needs transmitter men, videomen, audiomen. Latest RCA equipment. Send complete details in first letter to Personnel Director at KSOO-TV, Inc., Sioux Falls, South Dakota.

Production-Programming, Others

Need tv newsman for 6 P.M. & 10 P.M. news. Real news experience required, with smooth, authoritative delivery. Top station, medium market, although small town. Send full details, picture and tape to Jack Gilbert, KHOL-TV, Kearney, Nebraska.

Full power vhf. Station needs director, cameramen, audiomen. Send complete details in first letter to Personnel Director at KSOO-TV, Inc., Sioux Falls, South Dakota.

TELEVISION

Situations Wanted—Management

Sales management — Will relocate — want permanent opportunity with prestige station. 5 years successful tv sales—two years sales management with No. 1 network station in major market. Will handle national or local sales. Also newspaper, radio sales background. Married, 31, family, presently employed. Top references. Box 875A, BROADCASTING.

Sales

Young man desires position in sales or production. 4½ years tv production, B.A. degree. Top references, now working. Box 905A, BROADCASTING.

TV program manager wants sales work. Ten years experience in major southwestern market as tv program manager and announcer. Currently in New York. Box 920A, BROADCASTING.

Announcers

Veteran sportscaster radio-television. Authoritative, colorful play-by-play football, basketball, baseball, boxing. 12 years all phases plus news-interviews-special events. Solidly commercial. High ratings. Excellent references. Box 747A, BROADCASTING.

Experienced television announcer, college degree in radio and television. First phone. Prefer west. Box 849A, BROADCASTING.

Technical

Chief or supervisor—12 years experience, 4 years chief, 4 years supervisory am-fm-tv, planning, construction and maintenance. Box 907A, BROADCASTING.

Chief, tv-am. Available for south or southwest. Handled large and small operations. Box 912A, BROADCASTING.

Production-Programming, Others

Production manager-director in top market. Seeks producer-director position in larger market. Family, 33 years, college graduate. Box 552A, BROADCASTING.

Looking for a man with versatility? Willing to offer this man good pay and a secure future? Presently employed television director has outgrown present position. Radio and television production, announcing and technical experience. BA communication arts, first phone, married, veteran. Will appear for interview. Prefer Rockies or Pacific northwest, but will open any door when real opportunity knocks. Box 888A, BROADCASTING.

Graduating production trainees available. Recommendable personnel who handle equipment like veterans. Contact Intern Supervisor, WTHS-TV, Miami.

FOR SALE

Equipment

1-General Radio noise and distortion meter. Model 1932A. 1-General Radio low distortion oscillator model 1301A. (Good condition) $550.00. Box 790A, BROADCASTING.

FM frequency monitor (General Electric-BM-1-A), excellent condition. $750.00. Write to Box 852A, BROADCASTING.

New, unused Schafer 400-R remote control system, list $1,695 for $1,200. Never removed from cartons. Box 860A, BROADCASTING.

3-(three) DuMont model TA-124-E image orthicon camera chains in good condition. Electronic orbitors included. Make reasonable offer on one or all. Box 872A, BROADCASTING.

Tape recorders, several Ampex 350 console, half track, 7½ and 15 ips. Excellent. $1000 each, $1050 crated. Radio station KCHJ, P.O. Box 966, Delano, California.

One Schaeffer remote control unit, complete—$500.00. WCOA Radio, Inc., Pensacola, Florida.

Two transmitting tubes: 1—891-R. 1—892-R. Both excellent—will guarantee. Best offer. WCWC, Ripon, Wisconsin.

For sale on ground—1 Truscon 400 foot guyed tower, complete with base insulator and lighting. Will support small tv or fm antenna. 1 RCA AGC amplifier BA-21A. 1 Tapak portable battery operated tape recorder. 1 Taco heavy duty 72 ohm Channel 3 antenna. 1 RCA TK1C monoscope camera in use two years. Contact Chief Engineer, WINR-TV, Binghamton, New York. Telephone—RA 3-8251.

Western Electric limiter, model 1126C. RCA noise and distortion, model 69-A. On as is basis. Will take best offer. WNAR, Norristown, Penna.

Gates RDC10 remote control unit complete. Has rf amplifier, perfect condition, must sell, make offer. WPAP, Fernandina Beach, Florida.

Two 270-foot heavy-duty Fisher guyed towers available by October 1st. W. D'Orr Cozzens, Intermountain Network, 146 South Main Street, Salt Lake City, Utah.

Video monitors. Closed circuit and broadcast, Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Sell: Magnacord PT-6J amp. w/93X4 preamp and pwr sppy, dual equal. excel. condx., $150.00. J.P. Kuziemko, OR 9-3810, ext. 837, to 4:30, RE 7-7910 after 6:00. New York City.

Tv Video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24" Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Andrews 260 foot self-supporting microwave tower. May be used for am-fm tv. Our price is $10.000, ready for loading. Save almost half. Call or write: Mr. R.E. Snider, Box 9697, Tulsa, Oklahoma. Phone: HI 6-6184.

200 foot guyed triangular tower. Good condition, ready to move midsummer from Monterey, California. B.P. Timothy, 1590 Sheridan Road, Lake Forest, Illinois.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protection systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO 6-0766—Night and emergency phone SO 1-1361. Write or call collect.

General Precision Laboratory 16mm kinescope recorder, model PA-303 with Maurer sound of film system and utilizing electronic shutter. For further information contact the Director of Purchasing, University of Missouri, Columbia, Missouri.

WANTED TO BUY

Stations

Radio executive making three-week tour of southeast, starting in July—object, purchase of radio station in small, medium or large market, south of Mason-Dixon line. If you are interested in selling or leasing your station, write at once so that your station may be included in tour. Box 882A, BROADCASTING.

WANTED TO BUY

Equipment

One or two Dumont camera chains. State price and condition first letter. Box 837A, BROADCASTING.

Used Gray Telop model 2-R. Must be in good condition. KBTX-TV, Bryan, Texas.

Wanted: 200 foot self-supporting tower. Henry Fones, Chief Engineer, WDIA, Memphis, Tennessee.

Wanted, am frequency monitor also fm frequency-modulation monitor. State frequency, age, condition. WINF, Manchester, Conn.

$100.00 reward for information leading to the purchase of a used 50 kw short-wave transmitter. Lee Braxton, Box 2187, Tulsa, Oklahoma.

Convert your excess equipment to cash. Anything bought and sold from a tube to a tower. Electrofind, 550 Fifth Avenue, N.Y.C.

Set of two nigh frequency loops for Federal 101-C field measuring set. Turn those unused loops into cash. Charles B. Persons, 3702 East Lake Street, Minneapolis 6, Minnesota.

2 kw high band tv transmitter, 500w hi band trans. chan 9 and 10. Antennas 10-25 kw. STL, studio equipment. Technical Systems Corp., 12-01 43rd Avenue, LIC 1, N. Y.

Wanted—Used transmitting and antenna equipment for maximum power on Channel 3 installation. Write or call Harold Thoms, 75 Scenic Highway, Asheville, N.C., phone ALpine 4-4448.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 29, August 31, October 26, 1960, January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC license in six weeks. Classes 9 a.m. to 6 p.m. five days a week. Tuition $300. We have no failures. The Pathfinder Method, 510 16th St., Oakland, California.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Funniest one-liners ever created. Produced on tape especially for your show or station. Rush letterhead request for sample tapes! Box 732A, BROADCASTING.

TELEVISION

Help Wanted—Sales

OPENING ON SALES STAFF

Of the outstanding growth station in the nation's eleventh market. Top accounts available. Contact Pat Tuschman, WABQ Radio, Cleveland, Ohio

Help Wanted—(Cont'd)

Management

wanted . . .
general manager
for **wbny**
BUFFALO

Excellent opportunity for ambitious broadcaster willing to apply some good ideas and lots of hard labor to task of managing a newly-acquired station for progressive radio organization. Major-market experience desirable, but will consider sales or program executive with suitable background. Compensation plan and other terms dependent on individual. Considerable future for right person.

Write complete resume to:
Stephen B. Labunski
Straus Broadcasting Company
415 Madison Avenue
New York 17, New York

Technical

ENGINEERS

Outstanding 50 kw Eastern clear channel station in large market, needs men for both studio and transmitter. Good pay and company benefits. All replies confidential.
Box 828A, BROADCASTING.

TELEVISION

Help Wanted

Production-Programming, Others

WANTED

CREATIVE TV PROGRAM EXECUTIVE

As assistant program manager of large northeastern market television station. Experience as assistant and/or program manager; thorough knowledge of production and feature film libraries. Needs live studio technique knowledge; must be able to work well with people. Fine opportunity for creative and imaginative worker. Send picture and qualifications. Salary open.

Box 893A, BROADCASTING

Help Wanted—(Cont'd)

Sales

LOOKING FOR AN OPPORTUNITY TO PROGRESS?

If you can answer YES to the following questions, you may be on your way to an exciting and profitable future.

- Do you have a thorough knowledge of television transmitters and video equipment?
- Would you enjoy working for a top manufacturing company in the mid-west?
- Would you like to have the position of Television Equipment Sales Manager located in the Company headquarters?
- Would you enjoy an increase in your present salary?
- Does a complete company benefit program including profit sharing, appeal to you?
- Are you looking for a permanent position with unlimited opportunites?

If so, send complete resume and photo with first letter to:

Box 817A, BROADCASTING

Announcers

KWTX-TV, WACO, TEXAS

Has immediate opening for top quality TV announcer. If you think you can qualify please send tape and picture to Ralph Webb, P.O. Box 7128, Waco, Texas.

WANTED TO BUY

Stations

WANTED TO BUY

Radio Stations . . . by two experienced investor-operators. Market size price range open. Strictest confidence observed. Prefer to correspond direct with owners but will protect broker. Ample references. Write:

Box 863A, BROADCASTING.

Employment Service

BETTER SITUATION?

Dozens of announcers, salesmen, engineers, writers, directors and executives are finding our PLACEMENT SERVICE in eight upper midwest states is the way to find a better radio or tv job. For PROFESSIONAL placement, write NOW for application.

WALKER EMPLOYMENT SERVICE
Broadcast Division E
83 So. 7th St. Minneapolis 2, Minn.
Federal 9-0961

MISCELLANEOUS

BROADCAST PRINTING

Continuity Paper — 40 per 1000

Minimum order 5000

16#—white paper—black ink. Send copy of paper you are now using with check. Colored paper—add $1.00 per 1000. Punching for binder $2.50 per 5000.

FREEBERN PRESS, INC.
Hudson Falls, N.Y.

Specializing in Broadcast Telemetry

Radio Remote Control and Multiplex Systems
For
STUDIO TRANSMITTER LINKS
John A. Moseley Associates
Box 3192 Woodland 7-1469
Santa Barbara, California

FOR SALE

Stations

Fla.	Small	Local	$50M	29%
N.C.	Small	Local	120M	29%
N.C.	Small	1kw-D	75M	15 dn.
Ida	Small	250w	50M	terms
Va.	Single	1kw-D	80M	25 dn.
Miss.	Single	250w	140M	10 yrs.
Tex.	Single	250w	25M	8 dn.
Ill.	Single	Daytimer	95M	terms
Cal.	Single	Fulltime	65M	low dn.
N.Y.	Single	Daytimer	105M	cash
Fla.	Medium	Regional	175M	53 dn.
Ala.	Metro	1kw-D	175M	58 dn.
Ga.	Metro	Daytimer	200M	terms
Cal.	Metro	Local	175M	29%
Fla.	Large	Regional	165M	cash
SE	Maj-Sub	1kw-D	150M	35 dn.
Mid Atl	Major	Fulltime	330M	25%
Central	Major	Daytimer	415M	cash

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta Indianapolis Los Angeles
Nashville New York San Antonio
San Francisco Seattle Troy, O.

Please Address:
1182 W. Peachtree, Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

FOR SALE

Stations

Southern single. $40,000 terms—Southwest medium regional. Big profits. $97,500 29%—Southwest medium fulltime. Making money. $115,000 29%—Southern major daytime regional. $75,000 with $23,750 down.—Southern major power fulltimer. In black. $350,000 terms.—West Coast regional. Good earnings, $350,000 29% Southwest major daytime. $225,000 29%—Southwest fulltime regional. Top profits. $200,000 29% Midwest fulltimer, medium market. Very profitable. $150,000 29%—Record company for sale. PATT McDONALD, Box 9266, Austin Texas. GL. 3-8080, or Jack KOSTE, 40 E. 42nd., NY 17, N.Y. MU 2-4813

NORMAN & NORMAN
INCORPORATED
Brokers Consultants Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Exclusively Broadcasters
Confidential Negotiations
Security Bldg. Davenport Iowa

STATIONS FOR SALE

SOUTHEAST. Profitable daytimer. Did $84,000 last year. Ahead this year. Asking $125,000 with 29%.

ROCKY MOUNTAIN. Exclusive. Full time. $80,000 annual gross average for past five years. Asking $90,000 with 29% down.

CALIFORNIA. Powerful daytimer facility. Excellent earnings. $300,000 with 29% down.

EAST. Near large market. Daytimer. Asking $90,000 with $20,000 down.

CALIFORNIA. Full time. Growing but competitive market. Asking $135,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

UNITED ADVERTISERS INC.
Owner? or prospective owner?
Selling? Buying?
Save this ad—it may save you money
Thirty years in Broadcasting
Confidential Service
116 Catoma Street, Montgomery 3, Alabama

(Continued from page 125)

■ Scheduled prehearing conference for June 27 in proceeding on am applications of Simon Geller, Gloucester and Associated Enterprises, Brockton, both Massachusetts. Action June 10.

By Hearing Examiner Herbert Sharfman

■ Granted petition and supplemental petition by Lawrence W. Felt, Carlsbad, Calif., for leave to amend his fm application to the class A frequency (95.9 mc), and substituting revised reimbursement agreement between Mr. Felt and International Good Music Inc., San Diego, Calif., in proceeding on their applications; Mr. Felt's application removed from hearing docket and returned to processing line. Action June 7.

■ Scheduled further prehearing conference for July 7 to discuss, among other things, measurements recently taken to establish the 2 and 25 mv/m contours of Mid-America proposal and station KFBK, preliminary to ruling on Mid-America's pending petition for leave to amend its application in proceeding on am applications of Robert L. Liphert, Fresno, and Mid-America Bcstrs. Inc. (KOBY) San Francisco, both California. Action June 13.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Broadcast Bureau and extended to June 14 time to file replies to petition by WPET Inc., Greensboro, N.C. for severance and grant without hearing its am application; application in consolidated hearing. Action June 9.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of June 10

WGPA-AM-FM Bethlehem, Pa.—Granted transfer of control from **Rolland L. and Pauline H. Adams,** individually and as trustees, to **Pauline H. Adams** and **Girard Trust Corn Exchange Bank** as trustees through corporate reorganization.

K76AF, K73AN Eureka, Nev.—Granted assignment of license and cp to **Eureka Tv District.**

WONT Delaware, Ohio—Granted assignment of cp to **Delaware Bcstg. Inc.**

KHQ-TV Spokane, Wash.—Granted cp to install new auxiliary trans. and auxiliary ant. (same location as main trans. and ant.).

WTVB-FM Coldwater, Mich.—Granted mod. of cp to increase ERP to 7.9 kw; decrease ant. height to 185 ft.; change type trans. and new type ant. and make changes in ant. system; conditions.

KCMC-TV Texarkana, Tex.—Granted mod. of cp to change type trans. and make minor equipment changes.

WLOM(FM) Chattanooga, Tenn.—Granted mod. of cp to decrease ERP to 33 kw and change type trans. and new ant.

WCCW Traverse City, Mich.—Granted mod. of cp to change type trans. and specify main studio location and remote control point, and make changes in trans. equipment; condition.

WBAY-FM Green Bay, Wis.—Granted extension of completion date to November 1.

WCBM-FM Baltimore, Md.—Granted extension of completion date to July 15.

Actions of June 9

WTVM(TV) Columbus, Ga.—Granted cp to change ERP to 284 kw, vis., 142 kw, aur., install new trans. and new ant. system, make changes in equipment; ant. height 1,160 ft.

WRBL-TV Columbus, Ga.—Granted cp to make changes in trans., ant. system and equipment; ant. height 1,290 ft.

WBAY-FM Green Bay, Wis.—Granted mod. of cp to increase ERP to 44 kw; decrease ant. height to 680 ft.; change type ant., make changes in ant. system and change type trans.

WIP-FM Philadelphia, Pa.—Granted request for cancellation of SCA on multiplex basis.

WKRZ Oil City, Pa.—Granted authority to remain on air Tuesdays, Thursdays and Sundays while WSAJ is off the air for period beginning June 12 through the summer.

WSAJ Grove City, Pa.—Granted authority to remain silent for period beginning June 11 and ending Sept. 24.

KBPS Portland, Ore.—Granted authority to remain silent for period beginning June 4 through Sept. 18.

KDWC (FM) West Covina, Calif.—Granted extension of authority to remain silent for period ending Aug. 7.

WDCR Hanover, N.H.—Granted authority to remain silent 1:00 a.m. June 3 to 6:30 a.m., June 8 and from 11:30 p.m., June 12 to 9 a.m. Sept. 18.

WATN Watertown, N.Y.—Granted extension of authority to Aug. 1. to remain silent.

KRAK-FM Stockton, Calif.—Granted extension of authority to Aug. 1 to remain silent.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING June 15

	ON AIR Lic	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,426	58	84	836
FM	665	69	165	126
TV	473	58	77	109

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING June 15

	VHF	UHF	TV
Commercial	452	78	530
Non-commercial	35	11	46

COMMERCIAL STATION BOXSCORE

As reported by FCC through May 31, 1960

	AM	FM	TV
Licensed (all on air)	3,423	661	472[1]
CPs on air (new stations)	56	66	58[2]
CPs not on air (new stations)	86	163	74
Total authorized stations	3,565	890	652
Applications for new stations (not in hearing)	634	80	43
Applications for new stations (in hearing)	197	44	64
Total applications for new stations	831	124	107
Applications for major changes (not in hearing)	661	44	37
Applications for major changes (in hearing)	219	11	17
Total applications for major changes	880	55	54
Licenses deleted	0	0	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

University Advertising Co., Dallas, Tex.—Granted extension of completion date to Nov. 9 to construct fm station.

WBRK Brookings, S.D.—Remote control permitted.

Actions of June 8

WPAP Fernandina Beach, Fla.—Granted acquisition of positive control by **Marshall W.** and **Carol C. Rowland** (a family group) through purchase of stock from **Robert T.** and **Gwendolyn H. Rowland.**

■ Granted license for following tv translator stations: W74AD, W81AC Panhandle Tv Corp. of West Va., Paw Paw, Largent, Levels, and Okonoko Points, W.Va.; K72BC People's Tv Inc., Leadville, Colo.; K70BB, K80AL, K83AE Redwood Tv Improvement Corp., Redwood Falls, Minn.; K83AH Teleservice Co., Roseburg, Ore.; K76AX San Luis Valley Tv, Inc., Romeo, La Jara and Manassa, Colo.; K80AG Show Low Tv, Inc., Show Low, Ariz.; K72BB, K76AW, K80AS Texhoma Tv Translators Inc., Texhoma, Tex.; K81AF Wallowa Valley Tv Assn. Inc., Wallowa Valley, Ore.; K72AX, K76AS UHF Tv Assn., Tucumcari, N.M.; K72BA, K75AP, K78AM, K81AE Watonwan Tv Improvement Assn., St. James, Minn.; K70BL K76AU Wheeler County Translator System Inc., Wheeler County, Tex.; W70AD Zanesville Publishing Co., Marietta, Ohio; K77AK Mid-Columbia Community Tv Corp., The Dallas, Ore.; KE73AN Eureka Volunteer Fire Department, Eureka, Nev.

K79AJ Redmond and Prineville, Ore.—Granted license covering changes in tv translator station.

K77AN Columbia Falls, Mont.—Granted license to replace expired permit for tv translator station.

WEAW-FM Evanston, Ill.—Granted mod. of license to change remote control point (studio location).

KUZN West Monroe, La.—Granted change of remote control authority.

Actions of June 6

WTTT Arlington, Fla.—Granted involuntary assignment of license to **Lawrence E. Bobkin,** receiver.

WOOW Greenville, N.C.—Granted license covering change of ant.-trans. and studio location; make changes in ant. and ground system; change station location, type trans. and operate by remote control.

WJBL Holland, Mich.—Granted license covering increase in power, make changes in DA system, installation of new trans. and make changes in ground system.

WJBO Baton Rouge, La.—Granted license covering change in ant.-trans. location and change type trans.

KRAM Las Vegas, Nev.—Waived sect. 3.30(a) of rules and granted mod. of license to change main studio location and operate by remote control while using non-DA.

WISE Asheville, N.C.—Granted cp to change daytime ant.-trans. location, install new trans. for daytime use (2 main trans.) and change studio location and remote control point.

KREY-TV Montrose, Colo.—Granted cp to change ERP to vis. 3.09 kw, aur. to 1.55 kw; change type trans. and make equipment changes; ant. 80 ft.

KLTZ Glasgow, Mont.—Granted cp to install new type trans.

KTRY Bastrop, La.—Granted cp to change ant.-trans. location and make changes in the ground system.

WIBC-FM Indianapolis, Ind.—Granted mod. of cp to increase ERP to 24 kw ant. height to 360 ft.; change ant.-trans. location, change type ant. and make changes in ant. system; remote control permitted.

WODY Bassett, Va.—Granted mod. of cp to change ant.-trans. location and change type trans.

KSFV (FM) San Fernando, Calif.—Granted mod. of cp to change ant.-trans. and main studio location; ant. minus 115 ft.

KWBG Boone, Iowa—Remote control permitted while using non-DA.

KZOL Farwell, Tex.—Remote control permitted.

KMRC Morgan City, La.—Granted change of remote control authority.

WEEB Southern Pines, N.C.—Granted authority to sign-off at 6:30 p.m. for period ending Aug. 31, except for special events when station may operate to licensed sign-off time.

■ Following stations were granted extensions of completion dates as shown: KARO (FM) Houston, Tex. to Sept. 1, and WCIN Cincinnati, Ohio to Sept. 14.

Action of June 7

KXL Portland, Ore.—Granted mod. of cp to change MEOV.

License Renewals

■ Following stations were granted renewal of license: *WSOU (FM) South Orange, N.J.; *WFUV (FM) New York, N.Y.; *WSHS (FM) Floral Park, N.Y.; WCRV Washington, N.J.; WJJL Niagara Falls, N.Y.; WWON Woonsocket, R.I.; WENY Elmira, N.Y.; WINR-TV Binghamton, N.Y.; WFYI Mineola, N.Y.; WMTR Morristown, N.J.; WKNY Kingston, N.Y.; KVAL-TV Eugene, Ore.; WEBC Duluth, Minn.; WCRB Waltham, Mass.; WHEC-AM-FM Rochester, N.Y.; WGHQ Saugerties, N.Y.; WROC-FM-TV Rochester, N.Y.

SALES-MAKING FACTS? WESTERN UNION SURVEY SERVICE LINES 'EM UP FOR YOU!

Trained Western Union personnel in over 1,625 cities are ready to spot-check TV or radio audience reaction, make traffic counts, or conduct detailed surveys. Western Union Survey Service gets the selling and marketing facts you need . . . when you need them. Whether it's counting noses or "nuts and bolts," if you've got the questions, we'll get the answers!

Wire us collect for the complete story. Address: Western Union Special Service Division, Dept. 6-B, New York, N. Y.

WESTERN UNION

SPECIAL SERVICES

OUR RESPECTS TO . . .

Clifford Long Gill

On Christmas morning, 1933, a 13-year-old boy charged confidently into the living room of his home in Bakersfield, Calif., sure that he'd find the yearned-for bicycle under the tree. Instead, on that depression-year Christmas, he found a typewriter, with this message: "You're growing up, son, and if you're going to be a newspaperman, it's time you learned to type."

Some years later, the now young man had become wire editor of the *Glendale* (Calif.) *Star* and each morning he and the rest of the paper's editorial staff came in at 7 to sweep out the offices and get things clean before the advertising solicitors came in.

"Those two experiences were hard to take at the time, but they were probably the best things that could have happened to me," Cliff Gill, president and general manager of KEZY Anaheim, Calif., says today. "Two months after I got the typewriter—an old Underwood which I still have and still use—I was a working reporter, covering Bakersfield high school and college sports for the *Fresno Bee*. Later, when I watched the salesmen mess up the premises I'd just gotten through cleaning, I decided the business side was the place to be."

A Start in Fm ■ Cliff's career as a broadcast businessman began right after World War II, when he started looking for a transmitter site for KFMV (FM) Hollywood, which went on the air early in 1948 with him as general manager. "That's when I learned there are harder jobs than sweeping out," he comments. "In those days television was brand new and so bewitching that it was practically impossible to sell am radio, let alone fm."

KFMV started out with what was then the conventional fm pattern—classical music and erudite talks on public affairs. It subsequently switched to popular music and news and even tried providing program service to the Pacific Radio Network, a group of am stations which picked the shows up on fm receivers (the fm link being a lot less costly than telephone lines.) But even that didn't pan out and in September 1951 KFMV was sold.

The following month, Cliff became the first employe of KBIG Avalon, on Catalina Island. Again his first job was to supervise construction and staffing and when KBIG went on the air in June 1952 he became operations manager. Three years later he was elevated to vice president in charge of operations. Another three years later, in November 1958, Cliff got his own construction permit and left KBIG to get KEZY built and on the air.

Am, Tv and More Fm ■ During his seven years with John Poole Broadcasting Co., licensee of KBIG, Cliff helped the company start another am station, KBIF Fresno, an fm station, KBIQ (FM) Los Angeles, and two tv stations, KBIC (TV) Los Angeles and KBID (TV) Fresno. "Both the tv stations were uhf," Cliff says soberly. "That's how I found out there was something even harder to make pay than early fm. Today, fm is establishing itself. That's why I'm building KEZE (FM) as a sister station to KEZY."

Cliff's radio debut was well before his first brush with fm, however. It was back during highschool days in Bakersfield, where he was born May 28, 1920, and christened Clifford Long Gill. At 16, emboldened by his sports reporting experience, he walked into the office of KPMC, told the manager the station's news broadcasts could stand improvement and that he'd write them right for $15 a week. Cliff, standing six foot four today, was over six feet tall even then. The manager figured him as being at least 21 and gave him the job, which he handled outside of school hours. (His father, an all-around newspaper man who could cover a news event, write the story and set the type, if necessary, helped Cliff by passing on to him news stories he'd handled earlier that day.)

KEZY's GILL

Something tougher than sweeping

Graduated from Bakersfield Junior College in 1939, Cliff worked on the *Glendale Star* (where he used a broom as well as a typewriter) and the *Kern Herald*, losing each job when the papers stopped publication. To prevent it happening a third time, Cliff opened his own shop as a public relations agent, with "a half dozen small accounts that fed, clothed and housed me and left me enough time to take an assortment of courses at the U. of Southern California that included a smattering of law and accounting as well as dramatics, public speaking and literature. They've all turned out to be very useful in broadcasting, although the mixture never added up to a degree."

Of more immediate value to Cliff were his courses in navigation and meteorology, which landed him a berth as an instructor for the Army Air Corps. He spent World War II training cadets at Thunderbird Field near Phoenix and teaching veteran combat pilots how to handle transport planes at the Air Transport Command base at Long Beach.

Personal Public Service ■ No matter how busy, Cliff can always find time for personal public service. In 1958, for example, he was president of the Hollywood Charitable Foundation, joint charitable activity of all the service clubs in Hollywood, while also serving as treasurer of the Hollywood Ad Club, treasurer of the Southern California Broadcasters Assn. and a board member of the Hollywood YMCA and Lions Club.

The activity Cliff is proudest of is his work with the NAB Committee on Radio Standards of Good Practice. He's been on the committee for six years, the last two as chairman, and he firmly believes that industry self-regulation will work better than government regulation if given the chance. "The misdeeds of the few have caused criticism of the many," he states. He is optimistic about the new NAB program, designed to encourage more stations, both within and without NAB, to subscribe and adhere to NAB's standards.

Cliff lives in an apartment in Anaheim. His major hobbies are making allocation studies, a pastime he likens to playing chess with a map of the country as the board, and fishing with his 6½-year-old son, Jeffrey Cliff Gill, who divides his time between his divorced parents.

Rate infamy

RATE-CUTTING in its many forms has troubled radio ever since television began taking big bites out of broadcast advertising budgets. To a lesser extent it has troubled television too.

One form of rate-cutting has been discussed with fervor recently by N.W. Ayer. That is the indiscriminate application of a lower "local" rate to national advertising under pressure from advertisers or their local distributors.

Several prominent station representative firms are at work on various formulas that would standardize the applications of local and national rates, and among a good many stations and representatives there is a strong trend toward a single rate applicable to all advertising. All these developments have been reported extensively in recent issues of this magazine.

The local vs. national rate issue is indeed important, but it is no more than one element in a much bigger problem confronting broadcasting. The big problem will not be cured by any revision of rate cards. It is the problem of off-the-card dealing, of bartering instead of selling, of haggling instead of adhering to a published price.

Some broadcasters have acquired the habit of selling advertising for whatever price can be negotiated. In a competitive market, this is a habit that can easily spread. One station solicits another's business by offering a lower price or throwing in extra spots or resorting to other devices of under-cutting. It is a strong-minded station operator who will resist the temptation to match his rival's offer.

Fortunately there are many strong-minded operators in broadcasting. Without them, neither radio nor television would have risen to their present eminence. Without them, both radio and television would be scorned as the bargain basement of advertising media where shoddy merchandise would be bought only because it was cheap.

Those Harris amendments

NEAR hysteria over payola and quiz-rigging has led the House Commerce Committee into legislative indiscretions that would transform the FCC into a police court, with the authority to suspend and fine.

The Harris amendments, tacked onto the bland Senate bill (S 1898) dealing with purely procedural aspects, make the measure highly controversial. In the waning days of this election-year session, the whole bill—the good along with the bad—could well go to pot. And it should unless there is agreement in conference to eliminate the punitive provisions allowing the FCC to suspend stations for 10 days (as a measure short of revocation) and impose fines of up to $1,000 per day.

There is much that is good in the Harris amendments and in the original Senate bill passed last session. There can be no valid objection to the amendments which would make payola and quiz-rigging crimes and would otherwise outlaw practices construed as commercial bribery.

The FCC, in line with the bureaucratic proclivity for arrogating greater power, recommended the new punitive provisions. It wants the in-between authority—short of revocation—to punish stations. Coupled with the new Complaint and Compliance Division (we call it the Gestapo) for which it seeks a $300,000 appropriation, it would arm the FCC with a complete set of regulatory controls by which it could coerce stations into capitulation in every conceivable area, including programming evaluation and taste.

A politically-minded commission could, for example, use a simple technical violation of its endless regulations as the device for getting at a station which otherwise displeased it. There probably isn't a single station that at some time has not inadvertently transgressed a minor technical rule. It's like spitting on the sidewalk.

Suspension does infinitely more than injure the licensee. The public is deprived of the station's programs.

The FCC has always had the power to revoke a license where there are willful or repeated violations. Under the proposed suspension powers the violations need not even be "willful or repeated."

We agree with the NAB. Let the FCC use its revocation powers or issue cease and desist orders where it feels such action is warranted. To give it the authority to suspend and to fine would equate the broadcaster with the hoodlum.

Broadcasters were urged last week by the NAB to protest to both House and Senate. We second the motion. It would be far better to have no legislation at all than to have the Harris amendments with the suspension and fine provisions.

Ad censorship relief

INSTITUTIONAL and public relations advertisers, as well as all media, received encouragement last week from the House Ways & Means Committee that relief is in the offing from the Internal Revenue Service ruling disallowing such expenditures as ordinary business expense. Involved are millions spent in so-called "lobbying" advertising.

Large business organizations and trade associations have opposed the IRS ruling as "ad censorship by taxation" ever since it was handed down last December. It has caused many business concerns to move warily since.

A favorable committee report, of course, isn't tantamount to congressional approval. But the prestige of the Ways & Means Committee is such that, once it moves, the House usually concurs. Revenue legislation, under the Constitution, originates in the House. Moreover, both business and labor are in favor of the legislation—the latter because dues paid to unions and trade associations cannot be deducted by the individual from his taxable income in most cases under the IRS ruling.

We hope the legislation passes at this session. It would restore the fundamental right of business and labor to express themselves.

Drawn for BROADCASTING by Sid Hix

"Ah sure wish they'd start advertising bourbon on tv . . . Ah'm gettin' mighty tired of eatin' chicken pot pies!"

MERCHANDISING IS LIKE THE LITTLE GIRL WITH THE CURL.....

"...WHEN SHE WAS GOOD SHE WAS VERY, VERY GOOD,

AND WHEN SHE WAS BAD SHE WAS HORRID!"

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Among the activities which have made KSTP the Northwest's leader in merchandising are the exclusive KSTP "FEATURE FOODS MERCHANDISING PLAN" and "FEATURE DRUGS MERCHANDISING PLAN" which provide special in-store displays and product-checks in 200 top-volume super-markets and 65 key drug outlets in the Twin City area. Bargain Bar displays in key chain and independent food outlets every week include coupons, samples, registration for prizes, distribution of product literature and demonstrations by the KSTP hostess in attendance. Each activity is designed to move your product from shelf to shopping basket—the final link in the chain started by your advertising on KSTP Radio and Television!

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